

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIII. NEW YORK, DECEMBER 27, 1905.

No. 13.

## ***Write it in your contract***

All advertisements are accepted with the distinct and unequivocal guarantee that the circulation of over **1,500,000** copies each and every issue of

## **The Woman's Magazine of St. Louis**

will be absolutely *proven* to the advertiser's or advertising agent's satisfaction or no pay. Circulation *proven* or no pay is understood to be a binding condition of every order whether you mention it or not. However we invite you to *write it in the order*.

THE WOMAN'S MAGAZINE is paying advertisers this year even better than at any previous time. This is saying a great deal, but if you doubt it, send for figures and facts that will prove the assertion.

### **February forms close January 5th to 10th**

This will be one of the best patronized issues of the year, and copy should be sent early to insure insertion as well as good position treatment.

Sample copy, detail circulation statement showing reproductions of the original post office receipts and any other information can be had by addressing

**A. P. COAKLEY, Advertising Manager**

## **THE WOMAN'S MAGAZINE**

**(Largest in the world)**

**ST. LOUIS, MO.**

### **CHICAGO OFFICE:**

**GEO. B. HISCHE, Manager**  
1700 First National Bank Building

### **NEW YORK OFFICE:**

**A. A. HINKLEY, Manager**  
1703 Flat Iron Building

*The column advertisement reproduced in miniature on this page was inserted in the December Issue of*

## THE BUTTERICK TRIO

By The LYMAN D. MORSE  
Advertising Agency, who  
stated:



### RUSSIA

The Great Field

FOR

**American Manufacturers**

The declaration of peace and the reduction of the Russian tariff on American goods opens an immense field to American manufacturers. It offers an opportunity for Americans to sell Russia all she needs in the way of machinery, implements, etc., to develop her wonderful natural resources, as she provides for her 150 millions of people. Never before in the world's history has such an enormous virgin field been opened for commerce as now stands ready for the American manufacturer.

We claim that American manufacturers and American enterprise, if given a fair chance, can compete with the whole world.

Opportunity knocks once at every man's door, and is now knocking at yours. The way is now opened for us, individually and collectively, to develop and increase our trade with Russia. Now is the time to establish permanent and profitable relations with the Russians and to secure a large share of their immense trade.

If you have anything that will aid this great people as they devote themselves to their development, allow us to suggest a plan of operation. If not thoroughly satisfied that your commodity will interest the Russians, let us advise you about it.

To say one interested in developing their trade anywhere we offer our services.

CONSULTATION COSTS NOTHING

Lyman D. Morse Advertising Agency

86 PARK ROW, NEW YORK.

BOSTON BUFFALO LONDON MOSCOW

"We put this announcement in The Butterick Trio because we know the magazines will probably reach the homes of those who are interested in the manufacture of such articles as should be promoted now in Russia.

"Whether the first interest in Russian trade opportunities is roused in a man 'at the top' of a business, or whether the first attention given this subject is roused in the man at head of the export department, matters little to us. If in any way we can get in touch with a house producing articles salable in Russia we are perfectly sure that we can prove to them that they ought to be advertising in Russia.

"What we are doing for American interests in Russia we are doing in Japan, China, Korea, the European Continent, Central and South America, and, in fact, over the entire globe.

"We have put this advertisement in The Butterick Trio—first, because we are firm believers in the fact that the American business man, be he president or subordinate, gets many of his business ideas, and works out many of his business plans, in his own home. The power and the results of an evening chat, at home over the library table, is one of the forces of suggestion that no man with a task like ours dare overlook."

The Butterick Trio, composed of **THE DELINEATOR, THE DESIGNER, THE NEW IDEA WOMAN'S MAGAZINE**, enters 1,500,000 homes each month. This one field is large enough to insure success to any advertising proposition.

**RALPH TILTON,**  
Advertising Manager,  
Butterick Building, New York.

**W. H. BLACK,**  
Western Advertising Manager,  
First National Bank Bldg., Chicago, Ill.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1895.

VOL. LIII.

NEW YORK, DECEMBER 27, 1905.

No. 13.

## FORTY YEARS AN ADVERTISING AGENT.

*By Mr. George P. Rowell.*

### FIFTY-SECOND PAPER.

It has been made plain in the papers that have preceded this concluding one that the time when I pursued the business with so much attention as to exclude all thought of other things was limited to the first six years of the existence of the Advertising Agency, which I had established in 1865. In 1871 the practice of taking a four months' vacation out of every year was begun and there was rarely any variation from it, and if any such there was it seemed certain to be in the way of adding to rather than curtailing the period of relaxation.

After twenty years of this I realized that I dominated the business without giving it the personal attention necessary to insure its success. We published Rowell's American Newspaper Directory, and that made work in the office that was different and separate from the ordinary business of conducting an advertising agency. We were issuing **PRINTERS' INK**, a weekly paper devoted, it is true, to the interests of advertisers, but involving work that was outside the regular lines of an advertising agency. We had established a patent medicine—a trademark—a proprietary article—that would need to be advertised, and to that extent were getting away from the legitimate business of an advertising agency, which is to place advertisements for clients—not for itself.

We had with us several men

whose terms of service had extended over periods of from ten to twenty years—more or less—and each of these had ideas as to the way an advertising agency ought to be conducted; that were more or less at variance from the methods that prevailed with us. These men were Mr. E. D. Wayre, the bookkeeper; Mr. B. L. Crans, the collector and outside man; Mr. E. F. Draper, the estimate clerk; Mr. B. F. Newton, whose term of service had been longer than that of any other employee, and who was the best letter writer and correspondent for conducting negotiations with newspapers, that we had ever had in our employ. Lastly, there was Mr. F. C. Ringer, whose term of service had possibly been shorter than that of any of the others, whose general usefulness in the office had not always seemed to be up to the average of any of the others, and yet, on account of a certain aptitude he displayed in sketching out and emphasizing the points of an advertisement, and perhaps more than all, because for a year or more he had been kept at work in a position that brought him and me into almost hourly conferences, he seemed to be the one most likely to be able to organize and carry out the scheme I began to have in mind of disposing of the business to selected employees, incorporating it, thereby avoiding personal liability, and making it possible to have the conduct of affairs managed on the different lines that were from time to time brought before me by these employees, or some of them, as the methods that were up to date and ought to supersede ours that had become ob-

solete and somewhat down at the heel.

It was to Mr. Ringer, therefore, that I eventually—in the year 1892—made the proposal by letter, naming the men whom he might or might not associate with him. He immediately discussed the matter with Mr. Draper. Both were enthusiastic about the prospects—thought it the opportunity of their lives. They were agreed that Mr. Newton was needed in the combination, as office man and executive, but that it would be a pity to divide the pie into too many pieces, and consequently, Mr. Wayre and Mr. Crans ought not to be invited to join the new arrangement, but might remain on the salaries being received at the time. In the conferences that ensued Mr. Draper promptly rose to the position of apparent leader, although Mr. Ringer appeared to have as much real influence in determining a course, while Mr. Newton, saying little, not anxious to be in any way prominent, seemed always to have a good reason for everything he proposed, and his good sense was much deferred to.

No one of the three had any capital. It has scarcely ever been my fortune to be associated with anybody in a business way who brought any capital into an enterprise at its inception. We fixed the capital of the corporation at \$50,000. Ringer, Draper and Newton were assigned \$8,000 each, and to each I loaned \$8,000 in cash, holding their stock certificates as collateral for the loan, which was to bear interest at six per cent. I kept \$8,000 of the stock myself, and put in that amount of money, and was elected president of the corporation at a nominal salary of \$600 a year. Mr. Kent took \$8,000 of the stock, paying cash for it, and was made vice-president, he also drawing a nominal salary of \$600. This left \$10,000 of stock in the treasury, but it was promptly taken by a Wall Street man who knew about it, had the money to spare, and thought the opportunity too good to let slip. It perhaps has at no

place been made plain that at some time previous to this I had acquired the interests of my two partners, Mr. Kent and Mr. Moses, but such was the fact, and at the commencement of the negotiations I was sole owner of the business and all its belongings.

The stockholders, now having \$50,000 on hand, paid over to me the entire sum in consideration of the purchase of the good will of the business, the office furniture and the right to use the name. They began with such orders as came to them the opening day, with no money of their own in hand, but with an agreement on my part that in case of need I would advance them whatever was required up to \$10,000 for a period of two years.

I tell the story in detail. It may interest some other younger men to whom a chance may come some day as it had to these.

The new managers worked cheerfully, with good heart; did things their own way, and it was not a bad way. Neither Kent nor I interfered. We were there to give advice, if it was asked, but volunteered none. Kent and I occupied the office with them. He edited the Directory—which remained my property—receiving an agreed upon compensation for the service. PRINTERS' INK was managed in the same office but the corporation had no interest in the paper nor the book.

The three new managers of the Advertising Agency soon found the salaries they had been receiving scarcely adequate to the new dignity belonging to their positions as principals, and the probable earnings appearing to justify, these were advanced about sixty per cent. At the end of a year there had been a profit, but it was not a large one. It sufficed to pay a dividend to the stockholders that was at least enough to pay the interest on the notes I held. The second year showed something better, but the dividend was not increased, because it was thought a surplus fund would be a convenient thing to have. Another year, and another, and an-

(Continued on page 6.)



## Papers That Lead In "Store News" Are The Best Mediums For Your Advertising.

- 1—Nine out of ten conservative general advertisers in placing an appropriation aim to use the paper in each city that is read by women.
- 2—The paper that is first in the estimation of the housewife must be first in the estimation of the local advertiser—the man who is on the field and who studies and knows conditions should be first in the estimation of the foreign advertiser.
- 3—In Indianapolis, Minneapolis, Montreal, Washington and Baltimore the following superior home evening papers lead all competitors in amount of "Store News" carried.
- 4—Ask any local advertiser and prove this.

**THE INDIANAPOLIS NEWS.**  
**THE MINNEAPOLIS JOURNAL.**  
**THE MONTREAL STAR.**  
**THE WASHINGTON STAR.**  
**THE BALTIMORE NEWS.**

---

Special Representatives:

**DAN A. CARROLL,**  
Tribune Building,  
NEW YORK.



**W. Y. PERRY,**  
Tribune Building,  
CHICAGO.

other, and things were better. The dividends had been sufficient to pay the interest on the notes, to pay the notes themselves, and the Wall Street man had had six per cent interest on his investment, had received his investment back again, had a fifty per cent surplus on it in the shape of an extra dividend—and even a little more.

The business under new methods had grown. In the beginning there had been a multitude of small orders. In the old days straggling orders for small amount of advertising would count up a thousand dollars a day for a summer month, and three quarters of it would consist of comparatively small orders from schools and summer resorts, each affording a moderate percentage of profit. The name of the concern appeared to be known everywhere. Every new man who thought of doing a little advertising was certain to come to us first. Whenever an advertising agent tried to explain the nature of his not very widely understood calling, if he made a success of it, he would commonly be greeted, toward the end of his explanation, with the query—something like Rowell's. Isn't it?

The younger men secured larger orders. They paid better. Smaller customers received less attention than formerly, and when they dropped off were neither missed nor mourned. Expenses increased. Attention to business diminished. There came a time when there was a scarcity of large orders and the small ones did not return. Expenses still increased and business not being brisk there was more leisure. In all business it is found that the less a man has to do the greater income he requires. The old method of paying to-day the bill that came in to-day for payment was less stringently adhered to. Dividends ceased. One day it was made to appear that there were unpaid bills in the office amounting to a good deal more than half as much as had been paid to me for the name and good will; and an examination of the books showed that the

amounts due to publishers exceeded the total due from advertising patrons.

I had arranged the corporation to relieve myself of responsibility. I was not personally responsible to its creditors, but the name of the corporation was my name—The Geo. P. Rowell Advertising Company. I would have preferred to have the affairs wound up and wipe my hands of a business that for thirty years I had taken pride in; but this meant leaving newspaper publishers, who had trusted to the name, to lose a good many thousand dollars, and the concern to end in bankruptcy. The managers could see the situation and were aghast; but no remedy was in sight. The conclusion was soon arrived at that I should take up the burden again. The corporation met, agreed to sell its assets to me for one dollar, I agreeing to assume all obligations. This wiped out the stockholders. Two of the three managers went elsewhere, one remained. The Wall Street man submitted to the canceling of his stock without a murmur. He had often come out worse—and rarely better; had had his money back, had interest on it, and a fifty per cent bonus, and a trifle over beside. There was no kick coming from him. One of the managers was not quite satisfied with the condition that confronted him but there did not appear to be any remedy.

Mr. Kent, whose stock was wiped out, thought the arrangement a mighty good one for me. The belief was not expressed in a complaining spirit but in good faith. He had a son, engaged in the business, who liked it. Kent had ample capital for the purpose. I had no son and was five years his senior. "Supposing the arrangement to be, as you say, a mighty good one for me," said I to him, "it would be equally so for you, and you have a son to go with you. The thing to make everybody happy, is for you to step into my place. Then the business will be yours absolutely." For as much as an hour I believe

he thought he would do it; but he is a cautious man, and after walking around a block half a dozen times he determined that he would not risk a certain competence for a responsibility that might bring large earnings, but would entail responsibilities, which he would thereafter carry alone, without me to share them with him; and the negotiations resulted in his severing a connection with me that had lasted for more than thirty years. No one can know how much I missed his always cheerful greeting, his always patient listening to any plan I had to propose. He was a restful partner for a man to have—always faithful in his attention to affairs, always outspoken with his opinion, and, if overruled and the thing turned out badly, was never the man to say, "I told you so;" but if, on the other hand—as was sometimes the case—the thing turned out well, it seemed to be his pleasure to recognize the fact, admit that he had not thought well of the plan in the beginning, and to say how glad he was that the better way had prevailed.

After the change the bills were paid in full, and every day thereafter as in former years, but never again was I able to take the old-time interest in the business, and it was not prosperous in any very large way. There is a homely proverb that says:

He who by the plough would thrive,  
Himself must either hold or drive.

I was more interested in the Directory, in 'PRINTERS' INK, in the Ripans Chemical Company, in going fishing, and in travel than in the Advertising Agency. It was during the year 1897 that two of the men who had been with me longest retired from the office. They were capable, but remiss in some matters. I once heard of a firm of wholesale grocers in Louisville that dissolved; to the surprise of everybody, and it was not everybody who saw the logic of the explanation given by the senior partner, for the retirement of the junior. He said he did not think a good business man should spend the whole day sell-

ing champagne at \$2.50 a bottle and the whole night in buying it back at \$5 a bottle.

Mr. Kent, who had been thirty years with me, always working with a faithful assiduity that was beyond praise, had also retired with a moderate and well-earned competence, and was spending most of his days with his family, or in the garden of his Long Island residence or with the books in his library where he was always happy.

Again I was alone in the conduct of the business, but not carrying it on with anything like the vim and energy of former years. There seemed to be a vast difference in the ambition of fifty-nine as compared with that at twenty-nine. I relied mainly upon subordinates—more or less well instructed; was interested in other matters more or less disconnected with the business; still made an effort to keep up the old-time vacation system of four months' absence out of every year; and to some extent, doubtless, the business suffered for want of a head. Finally, in the autumn of 1903, it was practically turned over to the management of two gentlemen in the early thirties, Mr. W. F. Hamblin and Mr. F. W. Tully.

Mr. Hamblin had for some years been business manager of the New Haven, Conn., *Register* and Mr. Tully for a considerable time advertising manager for the model, growing Boston department store of William Filene & Son. Both men had been earnest students of advertising, had had a training in it from their boyhood's early years; both were hard workers, men of pleasing address; both of the best possible age, a little over thirty. Although I remained a general partner and favored them with sage, old-fashioned counsel, when they asked for it, I was even less active in the management of the agency than I had been before, and fully realized that I should never again resume anything of the old-time interest. On the 31st of August, 1905, my con-

nection with the firm ceased absolutely. The business was re-incorporated, without counting me as a director or stockholder, and its offices were removed from No. 10 to No. 12 Spruce street.

The old offices at No. 10, with their five thousand square feet of floor space, have since been leased for a term of years to the F. Wesel Manufacturing Company, of Brooklyn, who are so well known to newspaper men as dealers in about everything in the implement way that printers have to spend money for.

If in years to come the business expands far beyond any state of prosperity it has ever known the credit will not be mine. Conditions are changing and only young men can be expected to keep up with the times. I have passed the age of ambitious initiative and reached the reminiscent stage, a period which I fully realize is like that wherein a happy couple celebrates a golden wedding, and every one present knows that not very long after a funeral is inevitable.

My life has contained few incidents that seemed to me so wonderful as the beautiful banquet given in my honor in the Astor Gallery of the Waldorf-Astoria, on the evening of Tuesday, October 31, 1905, to commemorate my retirement from the business of conducting an advertising agency. That so many as one hundred and sixty-two gentlemen from various sections of the country could be induced to come together and pay ten dollars a-piece for the privilege of dining with me seemed almost too wonderful to be true. When Mr. Frank Presbrey, president of the Sphinx Club, an association of advertising men—who had once honored me with the office he now holds—addressed to me the sentences that follow, I could not feel otherwise than honored to a high degree.

Addressing the guest of the evening, Mr. Presbrey said:

It has been your privilege, Mr. Rowell, to observe from your important position on the field the transition of

advertising from a chaotic, unsystematic attempt at publicity to an established business in which many of the best trained and most intelligent minds of the country are engaged. You have seen a mighty commercial battle waged for the supremacy of the markets of the world. You have seen the weekly papers which, in your early career, were the infantry on the firing line, fall back to make room at the front for the cavalry brigade of dailies, and you have seen the batteries of the magazine wheel into line and come into action with their heavy guns, whose reverberations are heard around the globe. It has been your privilege, sir, to witness and bear an honored and notable part in the greatest commercial battle ever known—that of conquering the markets of the world by the well-directed fire of publicity through the Gatling guns of the newspapers and the more ponderous long-distance guns of the magazines. I feel that I am within the lines of truth when I say to you, sir, that wherever and whenever the history of this battle is written the name of Gerge P. Rowell will be written down as one of the greatest of the field marshals who stood the heat and turmoil of the conflict. Now that you have withdrawn from active participation in the advertising business and enlisted in the ranks of retirement, let me assure you, sir, that you carry with you the good wishes, the admiration and the respect of every one gathered here to-night, and of each one of your hosts of friends from one end to the other of this broad land.

If I could call up from this board, by telephone, every daily newspaper office in this country; if I could have Central put me in touch with every weekly paper, from the rocky shores of Maine to the sunny slopes of California, and say that George P. Rowell was at the phone, I promise you that in not one instance would I have to explain your identity. Your name is in the business office what Hoe's is in the press room and Mergenthaler's in the composing room. Your reputation and association with advertising runs back so far that some who have more recently come upon the advertising stage may consider you an inheritance from the times of Greeley, Thurlow Weed and the elder Bennett. If there be one man whose life history is woven into the very warp and woof of American publicity, it is you whom we are here to honor to-night.

During the period of your active business life advertising has developed from a timid, unsystematic, hope-it-will-pay-me venture into one of the greatest commercial certainties whose aggregate, measured in dollars, is next in volume to the banking and insurance business of the country. In this wonderful development the one man who has ever been a dominating factor, whose personality has always stood for advancement and progress, who has always been on the firing line of controversy and discussion, is George P. Rowell. Through the columns of your PRINTERS' INK you have exercised

a greater influence on the general subject of advertising, have developed and made more new advertisers than any other man who has ever lived. If credit is due to him who makes two blades of grass grow where one grew before, you, our honored guest, are entitled to the respect, the admiration and the esteem of every man here to-night, and of every man engaged in advertising or publishing in the United States.

Commenting on the affair, the *Brooklyn Eagle*, in its issue for Wednesday, November 1, 1905, said, editorially:

A NOTABLE HONOR MERITED BY A  
NOTABLE MAN.

George P. Rowell, the pioneer and the master in the field of the art and enterprise of advertising, has retired from the business in which he has won merited distinction. He was last night honored by a dinner in Manhattan. The occasion was notable for affection, admiration, gratitude, friendship and good wishes. The guest, Mr. Rowell, was an honor to his hosts, and his hosts comprised men of integrity, influence, ability and distinction, alike for character and for achievement, in many useful and inciting fields of intelligent and uplifting endeavor. The *Eagle* wishes for Mr. Rowell many years of happiness. He eminently deserves them. He has won his right to them. No man has better illustrated fine standards, high ideals and a clean-hearted courage, as well as indomitable confidence in justice and in right in the field of labor and of life. In that field he has conquered and held the pinnacles. His history is an incentive and a vindication, as well as a model and a stimulation, to all his fellow workers as well as to all his legion of friends outside the lines on which he has wrought.

If I should fail to admit that I was gratified and vastly proud of the expressions of good will that culminated on that happy Halloween, I should only omit to mention what was conspicuously evident to every one who looked into my face on that occasion.

\* \* \*

Those who have read these papers, already stretched out to an interminable length, will have noted that they are not written in a complaining or a repining strain, and there is no reason why they should be, for the world and the ruler of it have dealt more than kindly with me. It is natural enough, perhaps, to be sad when we think of those who started out with us and have fallen by the wayside, but is there not still

more reason for cheerful thankfulness when we realize that thus far our strength has been sufficient to sustain us, and give us a longer period than falls to the common lot to enjoy the sunshine and the blossoms of this beautiful world? That a day will soon come when I too shall step forth is not a thing to regret, for surely no one would be willing to be here when all early friends are gone. The old man of whom Dr. Holmes spoke may possibly have lived too long when it was said of him:

The mossy marbles rest  
On the lips that he has pressed  
In their bloom.  
And the names he loved to hear  
Have been carved for many a year  
On the tomb.

I realize that I am no longer young, but when I recall that my good mother; a brother of my father; and two of my grandparents each lived from twenty to twenty-five more years than I have enjoyed, I regard it as not impossible that, in connection with the Newspaper Directory and PRINTERS' INK, I may be heard of for some time yet. I am rather amused than annoyed when I hear references made to my numerous years.

One day only a few weeks ago I was sitting by a lakeside in a northern New Hampshire forest, concealed by the foliage of the shore, and listened to a conversation between two men in a boat; one a Princeton graduate and the other a native youth who was rowing the collegian for fly-fishing. They were discussing the matter of ages. The Princeton man said, "Why, I think my grandfather must be very much older than Mr. Rowell" and the other responded, "I know Mr. Rowell must be very old for he taught school in this county more than fifty years ago, and my grandmother went to school to him." It was an overstatement. It was only forty-nine and a half years since I taught that school. I remember it well, and that although I was but sixteen years of age at the time no less than eight of my thirty-five pupils were

more than twenty-one; and I think, perhaps, the boy's grandmother may have been one of these.

When the genial George H. Daniels, as president of the Sphinx Club, asserted that I was referred to in Washington's farewell address, he said what was not true. Still my life has been a long one. I have told here the story of that part of it that has had to do with advertising; have told much that seems trivial, but have classic authority that men are interested in whatever concerns a man. My career has been one of half successes. I have phrased the story as well as I am able, but not as completely, for there are still many things that I would like to mention—but to attempt it would be to go on and on for ever and ever. To avoid this I will now stop short.

There's a divinity that shapes our ends,  
Rough-hew them how we may.

THOROUGHLY deserving of praise is the attractive pamphlet issued by J. Ellsworth Gross, "photographer to advertisers and maker of pictures that tell the whole story." The pamphlet in question contains examples of photographic studies made for such well-advertised articles as Omega Oil, Pearl-line, Wool Soap, Rubifoam and Washburn-Crosby's Gold Medal Flour. The failure to give any street address is the only thing that detracts from what is otherwise an excellent piece of advertising.

AN impressive tribute to the power of advertising is embodied in the sixty-second annual report of the New York Association for Improving the Condition of the Poor. The association says that \$676 expended for paid appeals in the newspapers and magazines resulted in a direct gain of \$2,400.—*Fourth Estate.*

SOME people are so fond of trouble that they go hunting for it with a candle when the sun is brightly shining.—*Exchange.*

*The German Weekly  
of National Circulation*

**Lincoln Freie Presse**

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

## DAY BY DAY

### Year In and Year Out

Every day of the year a statement of the circulation of THE CHICAGO RECORD-HERALD for each day of the previous month is printed on the editorial page.

No other Chicago morning paper prints this constant record.

CIRCULATION FROM JANUARY 1  
TO JUNE 30, 1905:

Average per day, 148,529

Average Sunday, 202,738

THE CHICAGO  
RECORD-HERALD

## The Des Moines Capital

published 350 inches more local advertising in its Christmas edition than its nearest competitor and 640 inches more than its next nearest competitor. A great effort was put forth by all of the publishers for these big issues, and the CAPITAL's preponderance is due to its commanding position and general prestige. The CAPITAL has had a remarkable year, the greatest in its history. In Des Moines it stands first in everything.

The figures for the Christmas editions of the three dailies:

	Inches.
CAPITAL, Friday, Dec. 15.....	2,555
Register and Leader, Sunday, Dec. 17....	2,305
News, Friday, Dec. 15.....	1,915

#### EASTERN OFFICES:

NEW YORK, CHICAGO,  
166 World Building. 87 Washington St.  
Publisher—LAFAYETTE YOUNG.

## MOLASSES REDIVIVUS.

Molasses, like the brown sugar of twenty years ago, has gone somewhat out of fashion. The march of progress relegated brown sugar to the past. Improved methods of refining and cheaper granulated sugar substituted for it a better product. But molasses grew 'old-fashioned' for an entirely different reason. The pure article has an inborn tendency to ferment, which is at once its virtue and its failing. Fermentation is so certain

molasses which is its chief virtue in cooking. Pure molasses, by the very quality that induces fermentation, is a product that cooks admirably. Glucose will not cook, and is more or less flavorless. A molasses commercially safe to handle, therefore, is not pleasing to those who like the real flavor. Consequently "slower than molasses" became one of its characteristics as a seller.

P. Duff & Sons, Pittsburg, recently perfected a process for putting pure molasses in cans, the product keeping its flavor and being entirely safe. They had little faith in it as a marketable commodity, however. It is a staunch tradition in the grocery trade that molasses is a thing of the past. A limited demand was created for this canned product in the regular channels of trade, but no effort was made to push the article. One of the younger members of the firm thought that advertising would help matters, but the other partners had little faith. The younger member was persistent, though, and after much discussion of the matter the firm agreed to try a campaign in a single town, putting into operation a plan suggested by Calkins & Holden, New York. Harrisburg, Pa., was selected for experiment because the firm thought that if advertising would sell molasses there it would sell it anywhere.

Newspapers and street cars were selected as the mediums. Eleven display ads, eight inches double column, were prepared to tell the story of Duff's Refined Molasses, and run for thirteen weeks, three times a week. In the cars a card printed on brown pulp-board, symbolizing the "Gingerbread Man" trademark, were used. This "Gingerbread Man" was also printed on cards for the retailer's window. Emphasis was laid on the old-fashioned virtues of molasses as an ingredient of gingerbread cookies, and also as a syrup for griddle cakes. The campaign started several months ago. Five jobbers in Harrisburg were stocked up with the product, and the retail trade

## There is a place in

every kitchen for good molasses. Yet nothing has ever taken the place of molasses in making gingerbread and similar things. Molasses is no longer bought by some housewives because the quality has become bad. Unscrupulous manufacturers have adulterated their molasses until its usefulness as molasses is almost over. After years of experimenting we have solved the problem of canning molasses. You can find at any grocery store in this city

# Duff's Refined Molasses

in tin cans—quarts, half-gallons and gallons—a perfectly pure molasses of unusual cooking power. A great many people, and some of them people of particular taste, find Duff's Refined Molasses the best thing to eat with breakfast cakes.

\* Buy a tin at your grocer and you will agree that it is the best for every purpose.



P. Duff & Sons  
Pittsburg

At the sign of the Gingerbread Man

a change in the product that no method could be found to put it into cans. Various wholesalers have canned molasses, but the retail grocer who handled the article in this form grew weary of it. The gases generated by fermentation often cause cans to explode, which was unpleasant and frequently dangerous. Molasses, therefore, has always been sold from barrels. To prevent fermentation manufacturers have adulterated it with glucose. This prevented fermentation, but also took away the flavor of pure



visited before the advertising started. Results were a trifle slow at first, but as the advertising began to make an impression the demand grew very definite. People asked for Duff's Refined Molasses at the groceries, and these inquiries increased in direct ratio as the advertising plan developed. When the newspaper ads stopped at the end of thirteen weeks there was a good sale for the commodity, and the firm had become convinced that advertising would restore molasses to popular favor. Plans for a wider campaign are now under way.

#### THE MONTHLY SUMMARIES.

NEW YORK, Dec. 15, 1905.

Editor of PRINTERS' INK:

We appreciate the efforts of your splendid magazine and trust during the coming year to be able to use some space and more even than heretofore.

Very truly yours,  
THE THEATRE MAGAZINE,  
Paul Meyer.

1 Madison Avenue,  
NEW YORK, Dec. 15, 1905.

Editor of PRINTERS' INK:

I want to thank you for the statistics that you are getting up each month regarding the amount of space that is inserted by the prominent magazines and weeklies. It has been very interesting. At the same time, it is a little misleading, because a publication that carries a thousand lines at 10c. is not quite on the same footing as a publication that carries 500 lines at \$2, so far as the cash drawer is concerned.

I do not suppose that you can really do it, but you know as well as I do that there is a whole lot of advertising appearing, without any reflection on anybody, that is inserted for other reasons than cash at rates, and sometimes a publication that is stiff and refuses to swap or trade for anything other than the coin of the realm is at a disadvantage when the standard is only the number of lines inserted.

Another thing. I hope to be able to use PRINTERS' INK during the coming year. Our advertising plans are now being discussed, and when the policy is established, I shall strive hard to use the columns of a publication which I esteem and study.

Very truly yours,  
THE ASSOCIATED SUNDAY MAGAZINES, Inc.,  
H. Drisler, Advertising Manager.

1789 Broadway,  
NEW YORK, Dec. 14, 1905.

Editor of PRINTERS' INK:

We are in receipt of your letter of Dec. 11th addressed to the *Cosmopolitan* and to *Motor*. In reply we beg to say that we think that your feature of listing the advertising carried in the various magazines is most interesting

and we sincerely hope that you will not abolish that feature.

Very truly yours,  
"MOTOR" AND "COSMOPOLITAN,"  
I. Von Hass, Mgr.

NEW YORK, Dec. 14, 1905.

Editor of PRINTERS' INK:

We have your valued favor of the 11th inst and in reply would say that we have always been interested in your monthly summaries of the magazine business, and should be sorry to see this discontinued.

Yours very truly,  
"SUCCESS MAGAZINE,"  
Edward E. Higgins.

NEW YORK, Dec. 13, 1905.

Editor of PRINTERS' INK:

Referring to yours of the 11th inst, we believe that there is a real desire on the part of the publishers to have the magazine summaries continued in PRINTERS' INK. We have found this department very beneficial, and have frequently heard it spoken of in high terms. Yours very truly,

APPLETON'S BOOKLOVERS MAGAZINE,  
Frank G. Smith, Adv. Mgr.

#### CLAIMS PRIORITY.

NEW YORK, Dec. 14, 1905.

Editor of PRINTERS' INK:

Your statement in PRINTERS' INK Dec. 13, 1905, page 16, that "*Success* seems to be the only general magazine that pays any attention to men's fashions. Some time ago a department, 'The Well-Dressed Man,' conducted by Alfred Stephen Bryan, editor of the *Haberdasher*, was started in this monthly," is of interest. *Vogue* happens to be the periodical that began as an illustrated weekly feature Men's Fashions; and when Mr. Bryan headed his article in *Success* "The Well-Dressed Man" he thereby thoughtfully appropriated to his use the title *Vogue* originated—an act on his part which shows both his knowledge of values and his habit of observation.

Very truly yours,  
"VOGUE."

#### VERY NEAR THE TOP.

141-147 Fifth Avenue,  
NEW YORK, Dec. 14, 1905.

Editor of PRINTERS' INK:

I note on page 14 of the Dec. 13th issue of PRINTERS' INK, in which you give a statement of the volume of advertising carried in the leading monthly magazines for December, that the *American Illustrated Magazine* was omitted. I presume this was through some clerical oversight. However, we would call your attention to the fact that the *American Magazine* contained 122pp. of advertising, exclusive of our own, a total of 27,328 lines. It should, therefore, have been given a position very near the top of your list, and ahead of some 53 other magazines that were mentioned.

Yours very truly,  
AMERICAN ILLUSTRATED MAGAZINE,  
R. C. Wilson, Secretary.

## QUOTATIONS ABOUT ADVERTISING.

Several advertising aphorisms from what might be called ancient times (so new is systematized publicity) seem to have wide currency among advertising men. They appear on letter-heads and booklets, and are repeated in speeches without any question as to genuineness. One grandiloquent phrase, familiar to everybody, is attributed to Macauley, "Advertising is to business what steam is to machinery, the grand propelling power." But no one has ever traced it to a definite place in that statesman's writings. Gladstone's equally famous phrase, "Only the mint can make money without advertising," is also under suspicion as spurious. Doubt has been expressed as to whether A. T. Stewart ever said "Frequent and constant advertising brought me all I own." An unverified sentence attributed to Franklin has an extremely modern tang: "When you pay more for the rent of your business house than for advertising your business you are pursuing a false policy; if you can do business, let it be known." An obvious forgery long current, attributed to Stephen Girard, has now disappeared from sight. But it was of a piece with the above "quotations." There are a number of authentic utterances upon advertising in literature, however, and some of them go back further than even Franklin's time. Two are found in Addison:

The great art in writing advertisements, is the finding out a proper method to catch the reader's eye; without a good thing may pass over unobserved, or be lost among commissions of bankrupt.—*Tatler* No. 224.

Advertisements are of great use to the vulgar: first of all as they are instruments of ambition. A man that is by no means big enough for the gazette, may easily creep into the advertisements, by which means we often see an apothecary in the same paper of news with a plenipotentiary, or a running footman with an ambassador.—*Tatler* No. 224.

Another of Addison's essays contains a phrase that might appropriately be employed as the motto of an enterprising newspaper:

I would . . . earnestly advise them for their good to order this paper to be punct-

ually served up, and to be looked upon as a part of the tea equipage.—*Spectator* No. 10.

The Bible contains the word "advertise" twice. One reference is almost a real estate advertisement in itself. Boaz counsels Ruth's kinsman to buy a parcel of land that Naomi has come out of the land of Moab to sell:

And I thought to advertise thee, saying, Buy it before the inhabitants, and before the elders of my people. If thou wilt redeem it, redeem it: but if thou wilt not redeem it, then tell me, that I may know: for there is none to redeem it beside thee; and I am after thee. And he said, I will redeem it.—*Ruth* 4: 4.

The other Scriptural reference is a use of the word as Shakespeare employed it, meaning to inform, as "We are advertised by our loving friends." A more modern use of the word is found in "Much Ado About Nothing":

Therefore give me no counsel;  
My griefs cry louder than advertisement.—*Act V, Scene I.*

Coleridge, in his "Table Talk," calls the strings of uniformed school boys and girls met near London walking advertisements, and there are many other references in literature to the practice of advertising that show its prominence during the past two centuries. Two obscure advertising quotations are found in a recent English book, "The Business of Advertising," by Clarence Moran (Methuen & Co., London, 1905):

The trade of advertising is now so near to perfection, that it is not easy to propose any improvement.—*Dr. Samuel Johnson, Idler, No. 40.*

"Yes, sir, puffing is of various sorts; the principal are, the puff direct, the puff preliminary, the puff collateral, the puff collusive and the puff oblique, or the puff by implication. These all assume, as circumstances require, the various forms of Letter to the Editor, Occasional Anecdote, Impartial Critique, Observation from Correspondent, or Advertisement from the Party.—*Sheridan's "The Critic."*

Few classic writers dealt so fully with advertising as Balzac. In his "Le Deputé d'Arcis" occurs what is perhaps the first reference to an advertising agent. Among the shady tenants of a large Parisian tenement Balzac mentions:

. . . women of the town . . . still-born insurance companies, newspapers fated to die young, offices of impossible railway companies, discount brokers who borrow instead of lending, advertisement agents who lack the publicity they profess to sell—in short, all descriptions of shy or doubtful enterprise.

## A STEP IN THE RIGHT DIRECTION.

The thing that everybody knows now should have been done long ago has been done at last by *Everybody's*. The classified advertisement, the mainstay of many daily papers, will hereafter be a feature of *Everybody's Magazine*. In a circular letter to advertising agents Mr. Robert Frothingham, advertising manager of *Everybody's Magazine* makes the following announcement:

Beginning with the January number, which has just gone to press, *Everybody's Magazine* will run a Department of Classified Advertising. The object of the new department is to induce small business men to experiment, and to make it possible for his experiments to bear fruit—in short, to create new advertisers.

Uniformity of space and display, and the well-known widespread interest in classified advertisements, will ensure returns sufficient to encourage the use of increased space. A careful reading of the two pages of classified advertising which will appear in the January number will make it clear that the new Department of Classified Advertising will be a great business developer.

To readers of the magazine the following statement will be made in the January number:

It has come to this—that people buy newspapers—some people, some newspapers—for the sake of the advertisements which they contain, regardless of editorial contents.

The Classified Advertising, the instrument by which this strange condition has been brought about, is a most unique modern invention. It is small and unpretentious; but it seizes upon the interest of the reader with an iron grip and will not let go. It sets him dreaming of a Florida Home or a Maine Farm, or a Montana Ranch; of a business opening in California, or an opportunity to establish a profitable agency at home; of improved office appliances, or machinery at a low figure; of the best hotels for health-seekers, tourist or commercial traveler.

The average page of classified newspaper advertising does not do quite all this, geographically; but *Everybody's Magazine* is going to do it. With the widest of all general magazine circulations, *Everybody's Magazine* is peculiarly well equipped to give the public the best of classified advertisements now appearing, in an easily read and permanent form. Read the new Department carefully, and if you do not buy the next number of *Everybody's Magazine* for the sake of the advertisements alone, we can promise that you will at least turn to the Classified Advertisements with as keen an interest as to any other Department in the book. . . . As you turn to pages

70-72, remember that many of these advertisements are one-man propositions addressed to individuals. And if you have a want which these advertisements do not touch on, these pages are at your service; advertise your want.

The rates for advertising in the new Classified Department will be \$9 for four agate lines, cash with order. This space will accommodate between 30 and 40 words. For each additional line a charge of \$2.25 will be made up to twelve lines, which is the largest classified advertisement that will be accepted. On yearly contracts four lines, twelve times, will cost an even \$100. The publishers of *Everybody's* estimate that three million people read their magazine each month, calculating five readers to each of the 600,000 copies printed.

Real Estate, Business Opportunities, Office Equipment, Salesmen and Agents Wanted, Automobiles, Pianos and Machinery constitute the bulk of the classified advertising in the January number. In February new classifications will be added, embracing Seeds and Poultry, Lawyers and Attorneys, Situations Wanted and a Hotel Directory.

The classified advertisement while small in itself is in the aggregate an important factor in the business of most daily papers, and many of these announcements appeal to a constituency that is not merely a local one. From the point of view of the advertiser the classified advertisement offers the most economical and oftentimes the most effective method of reaching the public. The founder of PRINTERS' INK, Mr. George P. Rowell, has more than once in the columns of this paper insisted that the classified advertisement has never been estimated at its true worth and has predicted that the day would come when it would play a much more important part in the field of advertising than heretofore. The dawn of that day seems now to be at hand. The clarion of *Everybody's Magazine* it is safe to say will have a stimulating effect upon the older roosters who are still slumbering on their perches.

STIR is better than stagnation.—  
Exchange.

# SPECIAL ISSUE OF Printers' Ink

For the main purpose of securing new subscribers to the Little Schoolmaster, the following special edition will be issued on JANUARY 24, 1906,

**Press Day, January 17, 1906,**

TO THE

**REAL ESTATE DEALERS**

IN THE UNITED STATES.

THERE are many real estate firms on the subscription books of PRINTERS' INK, and none renew their expirations with more promptness than they. None show a keener interest in the paper, as manifested by their frequent suggestions and letters of commendation. Real Estate men have been converted to advertising all over the country, and the leaders among them recognize sane publicity as the greatest means to profitably connect buyer and seller. And why should it not be so? The good newspaper in the East, West, North and South will quickly reach home-seekers or investors in every part of the country, and in many cities there are newspapers that have special display or want ad pages wholly devoted to real estate advertisements.

The real estate business is one of the most gigantic factors in the country, and its importance and growth is keeping pace with the expansion and prosperity of cities and States.

The above special issue will go to responsible real estate men in every State and Territory of the United States not now subscribers to PRINTERS' INK, making a total edition of PRINTERS' INK for that date of not less than **49,000 Copies** at the regular rates quoted below.

ADVERTISEMENTS are solicited for this issue from first-class daily and other publications all over the country. This edition is the most effective and low-priced investment for good papers that the Little Schoolmaster has perhaps ever offered. Daily papers that have already an established real estate patronage, and those which want to secure it, cannot afford to overlook the advantages of this special edition.

ADWRITERS, makers of novelties and office supplies, printers, engravers, half-tone makers, and all others who have a proposition which interests real estate men, can use this edition to bring their announcement before an audience at once responsive and responsible. It is a real business opportunity.

*Press Day, January 17, 1906.*

ADVERTISING RATES—20 cents a line; \$3 one inch; \$10 quarter page; \$20 half page; \$40 whole page. For advertisements in specified position, if granted, double the above quoted price is charged.

☒ Five per cent discount may be deducted if check is sent with order and copy.

To secure space in this issue, address at once, with order and copy.

CHARLES J. ZINGG BUSINESS MANAGER,  
10 Spruce Street, New York.

## WHAT THE PUBLIC SPENDS FOR MAGAZINES.

Surprise is frequently expressed (in fact, it is one of the stereotyped forms of surprise) at the marvelously good magazine that American publishers are able to offer the public for a nominal sum—the contents of a fair-sized novel at from one-quarter to one-fifteenth the retail price of a bound book. A little investigation as to what the American public spends for its magazines, however, shows that periodical publication in this country is far from being a cheap or secondary affair.

The following fifty magazines, monthly and weekly, chiefly of general circulation, received last year an estimated aggregate of \$17,927,500 from their readers alone. In making these estimates the approximate circulation of each publication was set down, either from Rowell's American Newspaper Directory or the publisher's own claims, and the total edition for a month or week multiplied by the gross subscription price of the publication. This may be taken as a just basis, for the copies sold on newsstands bring, as a rule, about the same net amount to the publisher after newsdealers' profits have been deducted. In the order of their gross income from subscribers and newsstand purchasers the fifty most prominent American magazines stand as follows:

Collier's .....	\$1,320,000
Saturday Evening Post...	1,600,000
Ladies' Home Journal...	1,100,000
Delineator .....	1,000,000
Munsey's .....	650,000
Century .....	600,000
Everybody's .....	600,000
Harper's Monthly .....	600,000
Review of Reviews .....	500,000
McClure's .....	450,000
Scribner's .....	450,000
Woman's Home Companion .....	450,000
American Illustrated Magazine .....	350,000
Metropolitan .....	337,400
Argosy .....	330,000
McCall's Magazine .....	325,000
Success .....	325,000
Christian Herald .....	322,500
Appleton's Booklovers .....	300,000
Cosmopolitan .....	300,000
Literary Digest .....	300,000
Outlook .....	300,000
Smart Set .....	300,000

Leslie's Weekly .....	\$280,000
Designer .....	275,000
Pearson's .....	250,000
Red Book .....	250,000
Strand .....	240,000
Ladies' World .....	237,500
National Magazine .....	225,000
World's Work .....	225,000
Good Housekeeping .....	210,000
Harper's Bazaar .....	200,000
Life .....	200,000
Madame .....	200,000
Public Opinion .....	200,000
Housekeeper .....	165,000
Harper's Weekly .....	160,000
Country Life in America .....	150,000
Outing Magazine .....	150,000
Reader Magazine .....	150,000
Ainslee's .....	135,000
Lippincott's .....	120,000
Atlantic Monthly .....	100,000
Four-Track News .....	100,000
Illustrated Outdoor News .....	100,000
Men and Women .....	100,000
Bookman .....	80,000
World To-Day .....	75,000
Critic .....	40,000

\$17,927,500

The amount spent by the public for these fifty magazines alone probably exceeds what is spent for new books. In 1903 there were published in the United States 7,856 new books of all kinds, and if each new work issued sold to the extent of 1,000 copies at an average price of \$1.50 per copy, the total would be less than four-sixths what was spent for these fifty magazines, or \$11,784,000. When one adds to the magazines enumerated above all the lesser magazines, the farm papers, the religious journals and mail-order publications, it would probably appear that book publishing is only a tiny adjunct of periodical publication. The income of these magazines from readers alone exceeded the value of our exports in 1904 of chemicals, of paper and wood manufactures respectively. It would have paid the wages in our blast furnaces, or flour mills, or lead and copper smelting industries combined, or gas works. It was not far short of the value of our manufactured cotton exports for 1904, is equal to the value of all the hogs and mules in the United States, and exceeds, respectively, our crops of beans, bees and honey, broom corn, clover and grass seed, grapes, peaches, peanuts, onions, plums and prunes, pears, cane and maple syrup.

Far more than half of these

magazines were those selling at ten cents on the newsstands, or at \$1 a year by subscription, and far more than half the income is credited to ten-centers:

28 ten-cent magazines.....	\$10,840,000
15 twenty-five cents and higher.	3,965,000
5 five-cent magazines.....	2,650,000
3 fifteen-cent magazines.....	472,500
	<hr/> \$17,927,500

During the past year several ten-cent magazines have advanced their prices to fifteen cents, but during the period covered by these figures they were sold at the old price, if not on the newsstands, then by subscription. The *Delineator*, *Ladies' Home Journal*, *Good Housekeeping*, *Everybody's* and *Munsey's* have been estimated on the ten-cent basis, though now selling at fifteen cents, which will give them a higher income from henceforth.

Another interesting phase of these figures is the income of the magazines taken by women, which have practically one-fourth of the total, exceeding that of all the other publications sold at more than ten cents, though three of them are sold at five cents:

Ladies' Home Journal....	\$1,100,000
Delineator .....	1,000,000
Munsey's.....	650,000
Woman's Home Com-	
panion .....	450,000
McCall's Magazine.....	325,000
Designer .....	275,000
Ladies' World.....	237,000
Good Housekeeping.....	210,000
Harper's Bazaar.....	200,000
Madame.....	200,000
Housekeeper.....	165,000

---

\$4,812,000

Another interesting subject of speculation is the standing of the weekly magazines. Despite fears for the "decay of the weekly," one-fifth of the magazines on this list have nearly a third of the income:

Collier's.....	\$1,820,000
Saturday Evening Post...	1,600,000
Christian Herald.....	322,500
Literary Digest .....	300,000
Outlook .....	300,000
Lealie's Weekly.....	280,000
Life.....	200,000
Public Opinion .....	200,000
Harper's Weekly .....	150,000
Illustrated Outdoor News	100,000

---

\$5,282,500

In this connection there may be a good deal of importance attach-

ed to the fact that the *Saturday Evening Post*, at five cents per copy, leads all the weeklies in circulation, and has nearly as large an income from its readers as *Collier's* at ten cents. Five cents is a remarkably attractive price, quite apart from a publication's own attractions, and the time may come when publishers of weekly magazines will, by reducing their prices, build the great circulations that were built in the monthly field by a reduction to ten cents.

These estimates lean to the conservative side rather than to the liberal. But they show that every family in the United States spends more than a dollar yearly with the fifty leading general magazines, and this expenditure is one remarkable for growth. During 1906 it would be conservative to estimate the income of this list from readers at between \$20,000,000 and \$25,000,000. Perhaps their income did not aggregate \$5,000,000 ten years ago. Agreeing that, for every dollar spent by a reader, an advertiser spends another dollar (a fair average), the income of the fifty last year was, roughly, over \$35,000,000, or more than the gross earnings respectively of such railroad systems as the Wabash, Philadelphia & Reading, Michigan Central, "Katy," Frisco System, Denver & Rio Grande, "Big Four," Delaware & Hudson and Boston & Maine for the fiscal year 1904.

#### THE MAGAZINE PUBLIC.

"I do not agree with those who deplore the advent of cheap books and magazines. On the contrary I believe that they tend to make readers of better books and higher class magazines. Someone has taken the trouble recently to compile an estimate of the number of good magazines read by the American people. He found that in the cities and towns of this country there are 750,000 families, having an income of more than \$1,500 per year. Taking the circulation of the good monthly magazines as a basis, he showed that each one of these families reads an average of three magazines per month. These are all good magazines and well worth reading."—*Mr. Stoddard, of F. A. Stokes Co., in Public Opinion.*

There is much in merit, but of two stores of equal merit the one that does the best advertising will do the most business.—*Washington Star.*

### THE NEW TENANT AT TEN SPRUCE STREET.

The ground floor of 10 Spruce street, occupied for many years by the advertising agency of George P. Rowell & Co. has been leased to the F. Wesel Manufacturing

purposes. The offices at 10 Spruce street with their five thousand square feet of space are used as show rooms, the business of the firm having increased to such an extent since 1888 that fourteen years ago it was found necessary to have increased room for fac-



MR. FERDINAND WESEL.

Company, a firm known to printers the world over. In 1888 the Wesel Company occupied the building across the way at 11 Spruce street, using the ground floor for a show room and the upper floors for manufacturing purposes to provide which the old Armory of the Twenty-third Regiment, at the corner of Cranberry and Henry streets, Brooklyn, was purchased and remodeled. This building and a new one erected on the opposite cor-



ner in 1899 is now the home of the Wesel Manufacturing Company. In addition to the sales-room at 10 Spruce street, other branch offices are maintained in Chicago, Philadelphia, London, Berlin and Paris.

The business of the Wesel Company is the manufacturing of machines and appliances used in the printing business and related industries. Mr. Ferdinand Wesel, himself, came to this country in 1866 from Frankfort, Germany, when a lad of twenty, and found employment as a machinist with R. Hoe & Co. the printing press manufacturers. Here his work attracted the attention of Col. Richard Hoe, who recognizing the mechanical and executive abilities of the painstaking young German, placed him in charge of one of the manufacturing departments of the Hoe establishment. Mr. Wesel continued with Hoe & Co. for twelve years, leaving them only because he desired to go into business for himself. The Wesel business was began in a small loft on Elm street, containing not more than 800 square feet. The printers' supplies manufactured at first consisted principally of brass and steel rule, stereotype blocks, chases and galleys. From this small beginning the business has grown to its present proportions in the space of twenty-five years, largely, so Mr. Wesel believes, because the same infinite attention to detail that characterized the first articles put out by the Wesel factory has been continued down to the present time. The growth of the business, the need of turning out a greater quantity of work each year, has not been used as an excuse for inferior workmanship. The Wesel motto seems to have been not PROGRESS solely, but PROGRESS WITH PERFECTION.

The small line of goods originally manufactured has been added to from time to time until to-day the output of the Wesel factory embraces all machines used by electrotypers and stereotypers and a large proportion of the machines, tools and materials used by printers and photoengravers as well. The line of specialties for

printers contains a great many patented devices not obtainable elsewhere.

From the beginning of the business Mr. Wesel has been an advertiser, relying to some extent upon the trade press but mainly upon direct methods. Recently the publication of a monthly business periodical entitled "Wesel's Message," has been undertaken by the advertising department. Copies of this paper are sent free to any printer, photoengraver or stereotyper applying for it. The Wesel catalogue which consisted in the first year of the business of a little pamphlet of two dozen pages has now grown to a bulky volume of over 200 pages.

The catalogue, however, does not contain mention of all the things manufactured by the Wesel Company. Much of the business of this concern is special work made to order—such for instance as installations of special galley racks for newspaper offices, of stacks of drawers for the systematic filing of electrotypes. Such work is usually done from specially prepared plans, each designed with reference to conditions existing in the office for which it is designed. The business, in brief, embraces nearly everything needed in newspaper equipment, from a shooting stick to a complete photoengraving plant.

A full line of the standard articles manufactured will be kept on view at the show rooms at 10 Spruce street, of which Mr. J. X. Brands is manager.

THE latest issue of *Red Cross Notes*, the business periodical issued by Johnson & Johnson, New Brunswick, New Jersey, contains a double-page illustration showing how to apply bandages and adhesive plasters to all parts of the human body. Mounted on pasteboard it would make a good placard to be used by a druggist in connection with a show-window display of surgical dressings.

A PRIVATE mailing card issued by the *New York Times*, containing extracts from letters from nine real estate men, shows that *Times* ads have been instrumental in disposing of nearly a million dollars' worth of property for the less than a dozen advertisers whose opinions are quoted.

## OUR POSTOFFICE.

INTERESTING DATA CONCERNING  
THE PUBLISHING BUSINESS  
GLEANED FROM THE ANNUAL RE-  
PORT—NEW LAW FOR THE CLASS-  
IFICATION OF MAIL MATTER  
NEEDED BADLY, SAYS MR.  
MADDEN.

Once a year the Postoffice Department issues a report telling what has been accomplished during the twelvemonth, ending with June 30th. The report for the fiscal year 1905 has just been issued, and from it the following facts of interest to publishers are taken:

"There are now, according to the Third Assistant Postmaster-General, under whose supervision all that relates to second-class matter comes, just 9,708 postoffices in the United States at which second-class matter is mailed. The vast majority of these offices, however, handle only a small amount of newspaper mail apiece. Over 82 per cent of the total amount of second-class mail handled originates in the forty-five cities named on the opposite page. Fifty per cent of it originates in six cities—New York, Chicago, Philadelphia, St. Louis, Boston and Kansas City. New York heads the list with 134,152,865 pounds a year, or something over one-fifth of the whole. Chicago stands second, Philadelphia third and St. Louis fourth. The second-class mail of St. Louis and Philadelphia combined exceeds by only a few hundred thousand pounds the mail of Chicago alone, while New York's mail exceeds in bulk the mail of Chicago, Philadelphia and St. Louis put together.

"Grouping the cities of each State together it is found that the State of New York still leads as a publishing center, with Illinois second. Pennsylvania, however, with Philadelphia, Pittsburg and Williamsport, is obliged to cede third place to Missouri with St. Louis, Kansas City and St. Joseph. Ohio occupies fifth place, Massachusetts sixth. Minnesota seventh, Maine eighth, Nebraska ninth and California tenth.

Georgia, Tennessee and Texas rank first among Southern States, occupying the fifteenth, sixteenth and seventeenth places respectively. Considered by sections it is found that the publishing business in the East is concentrated in the four States of New York, Pennsylvania, Massachusetts and Maine; in the South in the six States of Georgia, Tennessee, Texas, Maryland, Kentucky and Louisiana; while in the West no fewer than 14 States figure prominently as publishing centers. The total bulk of the newspaper and periodical mail originating in the West exceeds that of the East by more than 18 million pounds annually.

INCREASE IN SECOND-CLASS  
MATTER.

"The total amount of second-class matter handled by the postoffice last year was 663,107,128 pounds, or more than 330 thousand tons, an increase of nearly 53 million pounds over the amount of second-class mail carried the previous year. More than 44 million pounds was carried free of postage under the law that permits newspapers to be mailed free within the county of publication, while the balance paid postage at the rate of one cent a pound, creating a revenue of \$6,186,647. Eight of the 45 offices named in the accompanying diagram show a decrease in the amount of mail handled while the remaining offices show an increase of 8¼ per cent over the amount of second-class mail dispatched last year. The fight waged by the Department against mail-order and stockyards papers accounts for the decrease noted in certain cities. At Washington, D. C., there has been a falling off of 15 per cent in the amount of second-class mail handled; St. Joseph, Mo., shows a loss of 11 per cent; Louisville, Ky., 4 per cent; Pittsburg, Pa., 3 per cent; Lincoln, Neb.; Columbus, Ohio, and Buffalo, N. Y., 2 per cent each. It is noteworthy, however, that at Augusta, Maine, where more mail-order journals are published than in any other city in the country the decrease amounts to

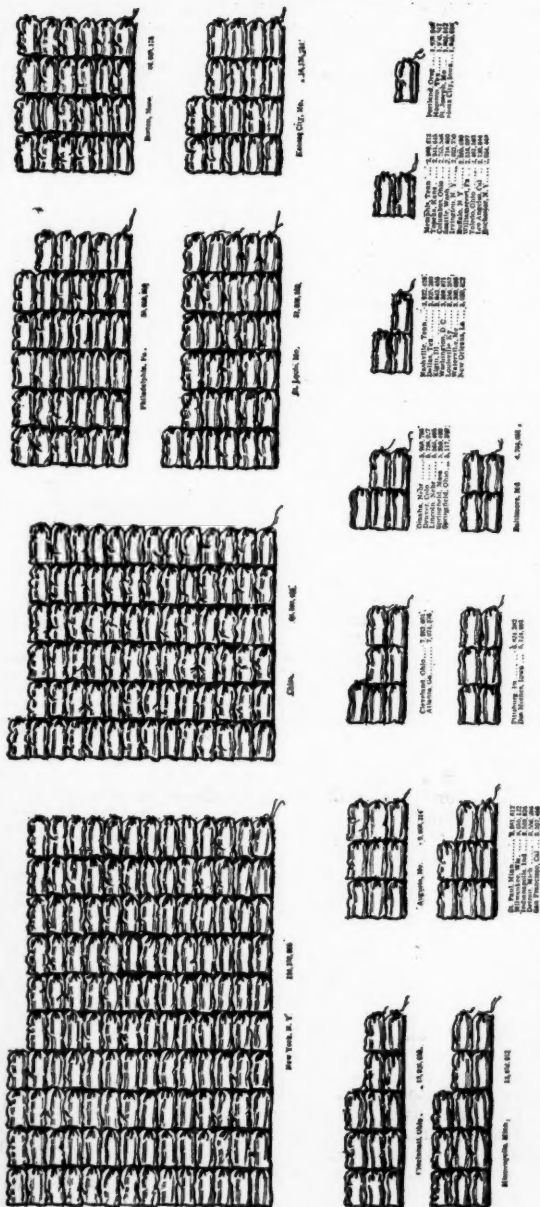


DIAGRAM SHOWING THE NUMBER OF POUNDS OF NEWS PAPERS AND PERIODICALS MAILED ANNUALLY AT THE FORTY-FIVE POSTOFFICES THAT HANDLE EIGHTY-TWO PER CENT OF THE SECOND-CLASS MAIL OF THE UNITED STATES. EACH SACK REPRESENTS APPROXIMATELY ONE MILLION POUNDS. THE FIGURES GIVEN ARE FROM THE ANNUAL REPORT OF THE POSTOFFICE DEPARTMENT FOR THE FISCAL YEAR ENDED JUNE 30, 1905.

less than one-eighth of one per cent.

"Some idea of the great use the American people make of the mail may be gathered from the fact that last year the postoffice handled over 10 billion separate pieces of mail matter. Excluding one billion pieces dispatched to foreign countries the domestic mail consisted of more than five billion pieces of first-class matter, three billion pieces of second-class matter, and more than one billion pieces of third and fourth-class matter—books, pamphlets, circulars and merchandise. The total domestic mail—exceeding nine billion separate pieces—gives an average of 112 pieces of mail matter per year for every man, woman and child in the United States.

#### REPORT OF THE THIRD ASSISTANT POSTMASTER-GENERAL.

"The report of the Third Assistant Postmaster-General (Hon. Edwin C. Madden) deals at length with the subject of second-class matter and emphasizes the necessity of a revision of the laws relating to mail classification. In an interview published in *PRINTERS' INK*, July 5, 1905, Mr. Madden was quoted as saying that the laws relating to classification of mail matter were sadly in need of revision, and he added that a simple classification if it were possible, would be to cover all mail matter under three headings—letters, printed matter, merchandise.' This thought he has now embodied in his official report, recommending 'that Congress be asked to enact simpler provisions for the classification of all mail matter and to subdivide all mail matter into three classes—the first class to consist of letters, postal cards and post cards, and all matter sealed against inspection; the second class to consist of all printed matter, with special provision for the treatment of, and a special rate for, newspapers and periodicals; the third class to consist of all matter not included in the first two.' The following is a condensation of that portion of Mr.

Madden's report relating to second-class matter and the need of revision of the laws relating to the classification of mail:

#### REFORMS ACCOMPLISHED.

"In my last annual report I dwelt at length upon the conditions with regard to the second class of mail matter and with regard to the abuses in that class. I explained and showed what had been accomplished in the work of correcting the abuses. There has been no relaxation in that work during the past year. It is unavoidably a slow process, due to the nature of the law itself. Insufficient force in the Department, litigation, etc., have contributed to check the momentum of the reform during the past year, but nevertheless many abuses have been eliminated. Much work in that direction, however, remains to be accomplished.

"In the book abuse alone reports from the postoffices at New York and Chicago, which are the only ones so far received, show that the reform has resulted in the elimination from the second class of approximately 4,000,000 pounds a year at those two offices. . . . In other respects the reform of the abuses of this privilege at New York alone has resulted in the elimination from the second class of approximately 16,000,000 pounds of matter. Data will be secured later to show more fully what has been accomplished generally and the effect. . . .

#### PRESENT LAW COMPLICATED.

The point has been reached, however, in the administration of this subject and the conduct of this reform where I feel it my duty to say that the interests of all concerned—the public, the publishers and the Government—will be best served by a repeal of the Act of March 3, 1879, and the enactment in lieu thereof of a law which will establish this class of mail matter upon simpler and less ideal distinctions. The present statute requires altogether too much interpretation, too much regulation, and the exercise of too much executive discretion. The rate of postage for mere mail matter should not depend upon such complicated questions as to require experts to determine what comes within and what does not come within the law. Indeed a new law is sadly needed. The present act is woefully out of date. A uniformly correct administration of it is a matter of exceeding difficulty.

#### SIMPLER LAW NEEDED.

"The matter of classifying the mails should be so simple that any postmaster, or any other person, ought to be able to determine the rate accurately and beyond doubt. There should be no necessity for a postmaster, when matter is presented for mailing, to submit the question to the Department for the consideration of experts in order to determine what rate should be charged, as is now so often necessary under our complicated classification system.

"With regard to second-class matter the complications have already been

stated, and they do not, of course, apply as between matter of the third and fourth classes. But as to these two there is much difficulty of correct and satisfactory administration. It often happens that similar matter mailed at one postoffice at the third-class rate is at another postoffice, due to the different interpretation of the postmaster there, required to pay at the fourth-class rate. This is a great annoyance to the public, and it is unjust and a great hardship to patrons of the service. It can be corrected only by a ruling of the Department. One of the postmasters is, of course, wrong in his interpretation. This is expensive to the person who is required to pay the higher rate, if it be improper, and that sort of thing brings reproach upon the service. The consolidation of the third and fourth classes, which I recommend, will correct this. Simplification is what is needed and needed badly. . . . The interests of the Government and of the public require an entirely new classification law as to matter now falling within the second, third and fourth classes. . . . There has been a complete revolution in the commercial world since the passage in 1879 of the present classification act. It does not meet modern needs. The classification laws should be modernized."

## LEADING DAILIES IN PENNSYLVANIA.

HILL'S TWO STORES,  
Leading and Largest Shoe Dealers  
Up-Town.  
2442 Kensington Avenue, 2734 Germantown Avenue,  
PHILADELPHIA, Dec. 14, 1905.  
Editor of PRINTERS' INK:

We are about to try a mail-order business in shoes and desire to have your advice on the matter regarding names of about ten leading newspapers in the State of Pennsylvania in which to place small ads to start off with, names of newspapers which have a good circulation in the country districts, as that is where we desire to advertise.

Yours truly,  
HILL BROTHERS.

The ten daily papers of Pennsylvania which have the highest circulation ratings in Rowell's American Newspaper Directory, 1905 edition, are as follows:

Philadelphia Bulletin.....	182,904
Inquirer.....	166,882
Telegraph.....	133,917
Press.....	113,242 (©©)
Record.....	A
Pittsburg Press.....	90,647
Gazette.....	71,276
Times.....	65,847
Chronicle.....	62,440
Telegraph.....	57,321

An "A" rating signifies a circulation in excess of 75,000. A letter rating is applied only when a paper cannot, or at least will

not, furnish a detailed circulation statement covering one year.

The so-called Gold Marks are explained as follows:

(©©) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ©.—*Webster's Dictionary.*

The Philadelphia *Evening Bulletin*, the *Press* and the *Telegraph* are members of PRINTERS' INK's Roll of Honor, which states their respective circulations to date. The Philadelphia *Bulletin*, the *Press* and the *Pittsburg Post* are also papers that belong to the Star Galaxy:

No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

## FRESH FROM THE MILL.

JACKSON, Miss., Dec. 14, 1905.

Editor of PRINTERS' INK:

I want you to give me your advice as to the best way to secure a position as an advertisement writer. I have had no practical experience, but have a general theoretical knowledge of all the branches of advertising.

I am one of the ad-smiths that have been ground out of the Page-Davis school. I completed a course with them in July. They say in their advertisements that they obtain positions for their students, but that is all there is to it. So far, I have seen nor heard nothing of a position. I wrote to them once or twice in regard to a position, and they advised me to write a letter to various merchants that I knew, and offer my services as an advertisement writer. Since then I have heard nothing further from them.

I am very anxious to secure a position as advertisement writer, and will appreciate anything you can do for me in this direction. I am satisfied that if I have the opportunity I can make good. As I said before, I have had no practical experience. I want the experience, and am willing to work hard to get it. Present salary is no consideration. I prefer department store, clothing or dry goods. If necessary I can sell goods, assist in dressing windows, or assist in office.

Very sincerely yours,  
GEO. M. RITTELMAYER.

STUDENT.—Yes, Shakespeare wrote "See what a rent the envious Casca made," but that's no indication he invented cascarets. We believe Ignatius Donnelly overlooked that point.—*New York Telegram.*

## ADVERTISING THE WEST INDIES.

The United Fruit Company, which began business in 1887 as the Boston Fruit Company, now has a great transportation equipment for traffic between Boston, Baltimore, Philadelphia and the banana-growing districts of the West Indies and Central America. About eighty steamships are kept busy bringing fruit to this country, and the annual traffic averages 5,000,000 bunches of bananas, 10,000,000 cocoanuts and thousands of bags of coffee. The company owns or leases 60,000 acres of land, and employs 6,500 laborers on its plantations.

Until four or five years ago this corporation had absolutely no facilities for carrying passengers, but was entirely a freight line. The Spanish war attracted attention to the West Indies, and especially to Jamaica, however, and with a view to cultivating winter tourist business to the latter island a couple of passenger steamers were built. When these ships were completed the company had to begin at the very bottom to build passenger traffic, for it had no passenger department, no passenger connections with the railroads, and not even a check to hand a passenger for his baggage. No transportation line had advertised the West Indies, and the picturesque island points to be reached in from three days to a week's sailing, from our Atlantic seaboard, were farther than Europe in the minds of Americans. The first step taken was advertising in the shape of booklets sent to lists of people who had the means to take the Jamaica trip, and this was moderately successful. Not a wide enough public was being reached, however, so magazines were added to the campaign. Only a few of the higher-priced monthlies were used at the outset—*Harper's*, *Century*, *Scribner's*, etc. The copy was not spectacular from the advertising standpoint, two-thirds of a full page being taken up with a half-tone of a tropical scene,

while the remainder gave rates, dates of sailing, names of steamships and similar routine information. But from the beginning this advertising in the magazines pulled off phenomenally. During the first season, with no organization for selling tickets through the railroads, the company's steamers were patronized to the limits of their capacity. Then steps were taken to have United Fruit Company tickets put on sale at the coupon ticket offices of all trunk lines east of the Mississippi River, and to supplement these, a campaign of education for ticket agents was undertaken by means of folders, maps, letters, etc. As a result of this advertising, people interested by the magazine announcements got abundant information upon inquiry at their local ticket agents. The company appointed its auditor, F. S. Jopp, general passenger agent, and was thus able to enter the consultations of railroad passenger agents.

Since then the United Fruit Company's advertising has been evident in the magazines every winter. It is said that, in proportion to the expenditure, few advertising campaigns cost so little. While a moderately large list of the best monthlies is used, the ads appear only three months each year on the average. Yet at no time since the campaign began has the company been in a position to carry all the passenger traffic created. Last winter 6,000 tourists were carried to Jamaica, and forty per cent as many passengers were turned away for lack of accommodations, it being a rule of the company to avoid crowding on its steamers. Four fine ships known as the "Admiral fleet," comprising the "Admiral Dewey," "Admiral Schley," "Admiral Sampson" and "Admiral Farragut" are in service from Boston and Philadelphia, with others from Baltimore and New Orleans.

The company makes a practice of circularizing its lists of former passengers in the fall, and has a booklet, "A Happy Month in Jamaica" which is sent to new

inquirers. Most of the inquiries originate east of the Mississippi, and a large proportion of these in New England. A monthly magazine the *Golden Caribbean*, is published, its editions of 50,000 copies per issue being distributed to mailing lists and placed in the folder-racks at ticket offices, hotels, etc. A limited amount of newspaper advertising is also done, placing of the ads being in the hands of the Frank Presbrey Company, New York.

This advertising, it is said, has been the entering wedge of what will unquestionably be a tremendous passenger traffic to the West Indies and Central America. The Hamburg-American line has since arranged West Indian tours during the winter months, and has all the business it can handle. The United Fruit Company has tours to Costa Rica, a seven days' voyage, which will ultimately be exploited. Only lack of facilities for carrying passengers has delayed development of this part of its service. The Ward Line, running from New York to Havana and Mexican ports, is building more steamers to take care of travel that has originated without stimulus, and contemplates advertising as soon as a larger fleet is ready. New Orleans and Mobile have become important ports for West Indian travel, the Munson Line carrying from the latter port a heavy traffic that originates in Chicago, the Middle West and even territory west of the Mississippi. The Southern Pacific

Railway runs steamers from New Orleans, and among the other advertised lines are the New York & Porto Rico Steamship Co. and Royal Mail Steam Packet Co., both with offices in New York. West Indian travel grew directly out of the fruit trade, for fast steamers were needed to transport bananas, and the addition of passenger accommodations was a natural evolution. Ten years from now the fruit trade may be an auxiliary of the passenger traffic. Tourists have been created so fast that there are not enough ships to carry them nor sufficient hotel accommodations to take care of those who go for a week's stay and remain for months. Havana lacks hotels, and only the completion of the big United Fruit Company hotel at Port Antonio, the "Titchfield," has made it possible to promote Jamaican travel upon a large scale. The West Indies have a fascination that quickly wins tourists from a cold climate, and their development not only takes the channel of tourist travel, but also includes the building of winter homes and the promotion of large seaside resorts. As soon as capital is brought to this work, it is a foregone conclusion that advertising mediums, and especially the magazines, will carry a large volume of West Indian advertising—perhaps as much of it in winter months, when railroad publicity is reduced, as is carried for land transportation lines and summer resorts during the hot months.

## Authentic Information.

Although we have only used Rowell's American Newspaper Directory during current year, we have already learned to rely upon it for authentic information.

W. C. ALLEN,

The Tarrant Co., Manufacturing Chemists and Importers, 44 Hudson St.

NEW YORK, Dec. 16, 1905.



# THE PERIODICALS READ IN A COUNTRY COMMUNITY.

BY AN INVESTIGATOR.

(Reprinted from the *World's Work*.)

I have been carrying on an investigation in a community which comprises a small village in an eastern State and a considerable part of the surrounding country, which is devoted to agriculture and grazing, to ascertain what periodical literature circulates among the people. Altogether, there are 349 families, largely of American stock. The district can boast four churches, with three resident ministers, and five schools, with seven teachers. The educational standing of the community is above the average.

There is a library containing more than three thousand volumes of well selected books. This is supported by a small endowment and by private subscriptions. Its circulation is confined almost exclusively to fiction and to magazines. Its more serious books—of which it has an excellent stock, though there are hardly any of recent date—are very rarely called for. During the year there were taken out of the library 1,001 volumes, by ninety-six patrons. Of the 1,001 volumes, more than 900 were fiction—an average of over nine to each patron. Barring two or three homes, the purchase of books of any kind is practically nil, so that this circulation represents within a very small margin the total amount of book reading in the district. This report places the district far ahead of many of its size, but it should be observed that not more than a fourth of the families are reached by the library.

The investigation was limited to periodical literature, because the circulation of books, while more difficult to obtain, is less regular; and periodical literature, in our country districts, is a surer guide to what the people are reading.

Seventy-nine different periodicals—including daily, semi-weekly and weekly newspapers, and excluding purely professional publications—are taken by these 349 homes. These periodicals may be divided into eight separate classes: (a) Newspapers, including daily, semi-weekly, tri-weekly and weekly. (b) Religious papers. (c) Temperance. (d) Agriculture. (e) Magazines. (f) Magazines devoted mainly to the interests of woman and the home. (g) Humorous. (h) Advertising mixed with fiction.

The newspapers come first, as follows:—

Morning papers,	69	Semi-weekly papers,	82
Evening " "	84	Weekly " "	80
Tri-weekly " "	8		

The "weeklies" are of the usual country sort—budgets of local gossip, with a "Talmage sermon," a few political and general news clippings and a chapter or two of a "patent" yellow novel thrown in. Outside of these "weeklies" are a few which I may class with newspapers. They are:—

Harper's Weekly	The Independent (N.Y.)
The Nation	The Week's Progress

Only seven copies of these four publications are taken. There is one other weekly newspaper, a cross between the *Police News* and a regular newspaper, resulting in a product that contains too many good qualities for it to be condemned and too many bad qualities for it to be commended. It has a circulation of forty-three copies, making a total of 365 copies of newspapers.

However poor from a literary and scholarly point of view, religious newspapers are very thoroughly read, and must have considerable influence with the people. The religious papers that find their way into the community are

these, given in the order of the size of their circulations:—

World-Wide Missions  
The Christian Herald  
The Epworth Herald  
Sabbath Reading  
The Christian Endeavor World  
The New York Witness  
The Christian Advocate  
The Christian Register  
The Examiner  
The Ram's Horn

The ten have a total circulation of 127 copies. "Temperance" is represented by only two periodicals, with a total circulation—mostly of gratuitous distribution—of not more than seven copies.

Agriculture is represented by two weekly publications and one monthly:—

The New York Farmer  
The American Agriculturist  
Farm News

These have a circulation of sixty-five copies, nearly equally divided among them.

We now come to publications which seem to have a greater interest and significance. The publications already mentioned savor of life's necessities. The daily paper is taken for its chronicle of events; the "weekly" for the gossip of the neighborhood. The religious paper is taken largely as a matter of denominational loyalty and sectarian interest in religion. But when we come to the periodicals that may, with more or less fitness, be classed as literary, we place a different motive on their purchase. One feels that these are a better index to the intellectual life and likings of the people. They are, in a measure, luxuries, in that they represent desires and thoughts beyond the every-day need.

For clearness I shall divide this class of periodicals into three groups. First, I shall put together what I shall call the "Dollar Magazines," in the order of the largeness of their sales:—

Munsey's	The Cosmopolitan
Recreation	Everybody's
McClure's	Physical Culture
Leslie's	The Era

These have a circulation of fifty-two copies. Closely allied with these is the *Four-Track News*, with a sale of seventeen copies.

In the next group are magazines that cost more than a dollar. They are named in the order already adopted:—

Harper's  
The World's Work  
The Review of Reviews  
The Century  
Scribner's  
The Bookman  
Country Life in America  
St. Nicholas

These have a circulation of thirteen copies. The next group includes the periodicals devoted to the interests of woman and the home:

The Delineator  
The Ladies' Home Journal  
McCall's Magazine  
The American Woman  
The Ladies' World  
Good Housekeeping  
The Woman's Farm Journal  
The Designer  
The Modern Priscilla  
Harper's Bazaar  
The Woman's Home Companion  
Vogue  
The New Idea

These thirteen have a circulation of 119

copies. Of these 119, three of the magazines can claim almost half; and these three are pre-eminently devoted to fashions.

*The Saturday Evening Post*, *The Youth's Companion* and *The American Boy* seem to fall naturally into a class by themselves. Twenty-five copies tell the story of their combined circulation. There is only one home regularly receiving a humorous paper.

We now come to a group of monthly periodicals with which it is less agreeable to deal. They vary in price from fifty to fifteen cents a year, and not infrequently they are sent gratis. They are advertising sheets, with a pretty fair amount of literary hash thrown in. The reading matter in them is not always easy to condemn. Of the advertising matter the spread of which is the undoubted purpose of their publication, nothing good can be said. It is simply disreputable. It is the worst scum of the advertising world. At best, the influence of these periodicals is pernicious, both morally and mentally. Almost without exception they go into homes where the better magazines are never found, where there is nothing to counteract their influence. Ten periodicals of this kind have a circulation in the community of fifty-six copies, and, unlike the other magazines, almost every subscription represents a family.

This exhausts the list of publications regularly received. It is impossible to measure the number of copies of the popular magazines which find their way into the community by occasional purchases outside. The whole number of periodicals is eighty, with a combined circulation of 847 copies, an average of not quite two and a half to a family.

To sum up the situation, hardly more than one-fourth of the homes regularly receive the best as well as the most popular periodicals. It is no part of this paper to discuss the cause or

causes or to suggest any remedy. The conclusion derived from this situation is that the constant increase of magazine circulation and the establishing of new magazines is not doing a great deal to reach the great mass of the people in our country communities. A great opportunity for good service awaits the man who can devise ways and means of reaching the vast multitude which clearly is yet untouched by this rising flood of good periodical literature.

#### ADVERTISING THE SERMON.

The zeal of Detroit pastors is ever finding new channels for working out the salvation of men. They have realized during the revival which has come suddenly upon the city that they must compete with wordly attractions, and must go out in the highways and hedges to compel them to come in. And one of the most striking and most practical means of attracting men is the gospel billboard. So useful is this idea that the First Baptist church, Cass avenue and Baggs street, one of the most sedate of the uptown centers, on the serene summit of Piety hill, has a many-colored cotton sign, new every week, advertising (not merely announcing) the Sunday evening discourse of Rev. Dr. Allen Hoben. At the front and the end of the Central Presbyterian church, the ancient stronghold of conservatism, both in doctrine and method, a billboard is set up, and every week new bills are pasted upon it to tell the next Sunday evening discourse by the Rev. Marcus Scott.—*Detroit Journal*.

### MUST HAVE IT.

When I broke into the advertising business some years ago, one of the first things I encountered as an aid to my work was a copy of Rowell's American Newspaper Directory. It has been with me each year since. I could not well get along without it. The advertiser certainly has a right to know how his money is being spent and the value he is receiving for it, and the Directory affords him his only opportunity for learning. I think the independent publication of the Directory as apart from the agency will still further increase its value.

H. E. WOODWARD, Adv. Mgr.

W. M. OSTRANDER.

Philadelphia, December 16, 1905.

## NEW YORK'S ADVERTISING CENTERS.

The O. J. Gude Company, controlling the majority of outdoor advertising space in New York City, recently issued a booklet in which the advertising centers of the metropolis—from the outdoor standpoint—are described in an interesting manner:

Greater New York, in addition to its present population of 4,000,000, has a daily floating population of over 400,000 from all parts of the globe. An outdoor display in this city radiates across the continent, and is national and international in its scope. The real New York is not only the actual corporate municipality, but the whole commutation territory within twenty-five miles of the City Hall—nearly 2,000 square miles. Every part of the district is so closely bound to the city by various means of communication, that the people are all commercially one community. One-fifteenth of the population of the United States is comprised in this territory. Within a twenty-five mile radius of New York there is a population of 5,456,091. Broadway, the most traveled street in America, runs through the heart of Manhattan from the extreme southern point of the Borough to its northern terminus. Probably on no other thoroughfare in the world can so many diversified interests or such a cosmopolitan throng of people be found. A majority of New York's daily floating population of 400,000 can, at some time of the day, be found on Broadway. After business hours the lower part, with the exception of the district near City Hall Park and Brooklyn Bridge, becomes quiet; but from 14th street to 46th street, and further uptown, the activity continues until the early morning hours. Broadway is essentially the business street of the city. From its lower end to 8th street it may be classed as a general commercial and financial district, containing many sky-scraping office buildings, wholesale establishments, exchanges, banks, railroad and steamship offices, insurance companies, etc. From 8th street to 42d street it becomes a fashionable shopping district; from 14th street to 46th street are found the leading theatres, hotels, cafes, etc. Illuminated bulletins and billboards in this section have tremendous "circulation value"; above 65th street it runs through a high-class residential and apartment house section. Above 59th street it is one of the most popular driveways leading to the Tomb of General Grant and past many other interesting points. Several lines of surface cars run on Broadway, and there are at least sixteen transfer stations from which thousands of passengers are transferred to and from intersecting lines. From Wall street to 42d street cars run at intervals of thirty seconds for at least ten hours during

the day. Where the more important crosstown lines cross Broadway the traffic is tremendous. At the junction of 34th street, 6th avenue and Broadway, for instance, 565 passing cars have been counted within an hour. Add to this the "L" pedestrian and carriage traffic and the figures would be almost beyond belief.

The commanding nature of a showing on this street is due in a large measure to the public squares through which it passes. These squares with their large open spaces afford long distance showings not only on Broadway, but in many cases to several other streets. A brief description of the Squares is herewith given:

The Battery is a public park of about 52 acres at the lower extremity of Manhattan. Adjoining it on the north side are many lofty office buildings and commercial houses of various kinds. All the elevated railroads terminate on its eastern side. A good view can be had here of the North River and East River traffic, the Liberty Statue, Bedloe's Island and Governor's Island, used by the United States for military purposes.

City Hall Park is a triangular space of 8¼ acres, running from Chambers street to the junction of Broadway and Park Row. In the Park are the Post Office, City Hall, County Court House and Hall of Records. Surrounding it are several prominent newspaper buildings—the *World*, *American*, *Tribune* and *Sun*. The New York terminus of the Brooklyn Bridge is on the east side of the Park, and the Subway has a station connecting with the Bridge, and another in front of the City Hall. Several of the east side surface car lines terminate at the Park or just below it on Park Row. A branch of the 3d Avenue "L" starts from the Bridge and transfers passengers to and from the 2d Avenue "L" at Chatham Square. Broadway, with its cosmopolitan crowds, faces the Park on the west side. Traffic through the Park to the surface cars, "L" lines, Subway and Bridge is very large at all hours of the day and night.

Union Square, one of the most favorably located parks in the city from the outdoor advertising view, lies between 14th and 17th streets, 4th avenue and Broadway. At 14th street begins what is popularly known as "The Shopping District," visited by thousands of resident and out-of-town people daily. Fronting the Square and on adjoining streets are a number of hotels; nearby is Tammany Hall, the Academy of Music, Irving Place Theater, 14th Street Theater, Keith's Union Square Theater, Pastor's Theater, Dewey Theater and several concert halls. Restaurants are many and of a wide variety. It has been estimated that 250,000 people daily pass this Square or through it daily. The 4th and Madison Avenue street cars skirt the east side; Broadway, Lexington Avenue, Columbus Avenue and Lenox Avenue cars, the west side. Crosstown lines run through 14th street on the south side and 17th street on the north side. The 14th street line is a direct line to

Brooklyn by way of the Williamsburg Bridge and carries a tremendous amount of traffic to and from that city. An express Subway Station is at the corner of 4th Avenue and 14th street, near the southeast corner of the park. Street car, surface, carriage and pedestrian traffic is very heavy on all sides.

Madison Square extends from 23d street to 26th street and from Madison Avenue to 5th Avenue and Broadway. It is in the very heart of New York's greatest activity. Twenty-third street and Broadway for quite a number of blocks above and below it, is the fashionable shopping district *par excellence*. In the immediate vicinity are half a score of well-known hotels, including the Hoffman House, Martin's, Fifth Avenue Hotel and Bartholdi, besides several of the best restaurants in the city. Near at hand are a number of leading theaters: Proctor's Fifth Avenue, Proctor's Twenty-third Street, Wallack's, Bijou, Prince's, Weber's Music Hall, Daly's and Eden Musee. At the northeast corner is the Garden Theater and Madison Square Garden, the largest amusement palace in the city. The world of fashion is drawn here many times during the year to horse, flower, dog and automobile shows, military reviews, balls, etc. etc. It is also a popular place for concerts, mass-meetings, circus performances and athletic contests of various kinds. Facing the park at the southwest corner is the world-famous Flatiron (or Fuller) Building, towering many stories above the surrounding buildings. Many of the various "Seeing New York" Automobile and Touring Cars have their starting point near the Square. The fashionable 5th Avenue promenade extends past the Square on 5th Avenue northward from 23d street. Street car, touring car, carriage and pedestrian traffic around this Square and in the immediate neighborhood, is probably larger than at any other place in New York City. The foregoing attractions, and many busy enterprises in the neighborhood, make this Square one of the most valuable locations in New York City for outdoor display.

Herald Square is a small triangle at the intersection of Broadway, 6th Avenue and 34th street. Adjoining, on the south, is Greeley Square, a small enclosed plot with a large statue of Horace Greeley at its head. The two combined form a large open space giving great value to the bulletins and billboards around them. The building of the New York *Herald* occupies the entire block above Herald Square between Broadway, 6th Avenue, 35th and 36th streets. Hotels and restaurants are innumerable in the neighborhood. Directly opposite the Square on Broadway is Macy's large department store, and just below it is Saks. The 6th Avenue "L" passes the Square on the east side, and both the uptown and downtown stations at 33d street are always crowded with passengers. Thirty-fourth street cross-town cars pass below the Square, and transfers to and from the Broadway and 6th Avenue lines are issued at this point. Nearby are some of New York's leading the-

aters: Herald Square, Garrick, Casino, Knickerbocker, Manhattan and Metropolitan Opera House. In the day time this locality is a busy, high-class, retail section, and in the evening it becomes alive with theater goers and promenaders.

Longacre Square (now generally called Times Square) is the section between 42d and 47th streets at the intersection of Broadway and 7th Avenue. The building of the New York *Times* is the only one in the Square proper. Forty-second street cross-town cars carry many people to 9th Avenue "L" and 6th Avenue "L" and Grand Central Stations and the ferries. Broadway and Columbus Avenue cars pass the Square on the east side and 7th Avenue cars on the west side. Broadway from this point northward is a popular automobile and carriage driveway to Central Park. Practically all of the newest theaters in the city are found near the Square, together with others long established; the Empire, Broadway, New York, Criterion, New Lyceum, Hammerstein's, Belasco, New Amsterdam, Lyric, Hudson, Lew Fields', Liberty and the American. Several of the theaters have roof gardens where performances are given during the summer season. Under the Times Building is the Subway Station, to and from which traffic is very large. The Hotel Astor, Knickerbocker, Rossmore, Cadillac, Metropole, and several others are in the immediate neighborhood. The daily dining expenditure in these hotels and nearby restaurants, such as Shanley's and Rector's, is larger than at any section of similar area in the world.

Grand Circle is a circular space at the intersection of 59th street, 8th Avenue and Broadway, directly facing the southwest entrance of Central Park. Fifty-ninth street, Broadway and 7th, 8th, Columbus and Amsterdam Avenue cars pass through the Circle. It is a transfer station for practically the entire street carrying system of the city, and is one of the most populous day points in all New York. The Grand Circle Subway Station greatly increases the traffic in the Square. On Saturdays, Sundays and holidays especially, this section is always filled with pedestrians on the way to the theaters or the park, and with automobiles and carriages *en route* to the Boulevard, Park or other popular drives. The Majestic Theater and Pabst Concert Hall face the circle and always draw large audiences. Nearby are several smaller concert halls. In the summer months free band concerts in the park add greatly to the surface and street traffic through the Circle.

BROMLEY & COMPANY, the tailors, say in their ad, "All prices are conservative." What does that mean? The word conservative usually means opposed to change or non-progressive—surely not a very happy idea to connect with prices. Some advertisers in their search for an effective word sometimes get beyond their depth.—*Rhode Island Advertiser*.

# A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (A).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1905, 1,032.

Birmingham, Ledger, dy. Average for 1904, 19,581. Best advertising medium in Alabama.

## ARIZONA.

Phoenix, Republican, Daily aver. 1904 6,559. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

Fort Smith, Times, daily. Actual average for 1904, 2,376. Actual average for October, November and December, 1904, 2,646.

## CALIFORNIA.

Fresno, Evening Democrat. Average April, 8,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1904, 27,108.

Oakland, Herald, daily. Average for 1904, 7,533. Now 8,500. E. Katz, Spec. Agent, N. Y.

Oakland, Tribune, evening. Average for nine months ending Sept. 30, 1905, daily 13,447.

San Francisco, Call, dy and S'y. J. D. Spreckels. Actual daily average for year ending August, 1905, 62,617; Sunday, 88,941.

San Francisco, Sunset Magazine, monthly, literary; two hundred and eight pages, 538. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose, Morning Mercury and Evening Herald. Average 1904, 10,573.

San Jose, Town and Country Journal, mo. W. G. Bohannon Co. Average 1904, 9,125. May, June and July 1905, 20,000.

## COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 10,926.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for Nov., 1905, dy. 46,244. Sy. 61,512.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

Ansonia, Sentinel, dy. Aver. for 1904, 4,965. 1st 6 months '05 5,111. E. Katz, Spec. Agt., N. Y.

Bridgeport, Evening Post. Sworn daily av. to Oct. 1, 1905, 11,001. E. Katz, Spec. Agt., N. Y.

Bridgeport, Telegram-Union. Sworn daily av. to Oct. 1, '05, 10,128. E. Katz, Spec. Agt., N. Y.

Meriden, Journal, evening. Actual average for 1904, 7,649.

Meriden, Morning Record and Republican. daily average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 13,618; Sunday, 11,107.

New Haven, Palladium, dy. Aver. 1904, 7,957. First 6 mos. '05, over 8,000. E. Katz, Sp. Agt., N. Y.

New Haven, Union. Av. 1904, 16,076. First six mos. '05, 16,187. E. Katz, Spec. Agt., N. Y.

New London, Day, eve. Aver. '04, 5,855. 1st 6 mos. '05, 6,090. E. Katz, Spec. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending Dec., 1904, 3,217. Apr.-leire., as certified by Am'n. ad. adv'rs. all returns deducted, 2,869.

Norwich, Bulletin, morning. Average for 1904, 4,983; for 1904, 5,550; mo. 6,425.

Waterbury, Republican, dy. Aver. for 1904, 5,770. La Costa & Maxwell Spec. Agents, N. Y.

## DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1904, 11,460.

Wilmington, Morning News. Only morning paper in State. Three mos. end. Dec., 1904, 10,074.

**DISTRICT OF COLUMBIA.**

Washington, D. C., Army and Navy Register. Average net paid circ. first 26 weeks 1905, 5,688.

Washington, Evening Star, daily and Sunday. Daily average for 1904, 25,502 (©).

**FLORIDA.**

Jacksonville, Metropolis, dy. Av. 1904, 4,760. First six mos. '05, 9,028. E. Katz, Sp. Ag., N. Y.

**GEORGIA.**

Atlanta, Constitution, D'y av. '04, 28,885; W'y 107,925. Aug. '05, d'y 40,728; S'y 50,102.

Atlanta, Journal, dy. Av. 1904, 45,622, Oct. 1905, 46,906. S'y 49,255, Semi-weekly 55,958.

Atlanta, News Actual daily average 1904, 24,250. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Atlanta, The Southern Ruralist. Sworn over age first six months 1905, 62,825 copies monthly.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,459.

Nashville, Herald. Average for March, April and May, 1,575. Richest county in So. Georgia.

**ILLINOIS.**

Chicago, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, News. Oct. and Nov., 1905, no issue of daily less than 8,910; d'y and w'ky, 6,200.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).

Chicago, Breeders' Gazette, weekly, \$2.00. Average circulation 1905, to Oct. 1st, 66,425.


Chicago, Farmers Voice and National Rural. Actual av., 1904, 25,052. Sept., 1905, 40,000.

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago, Inland Printer. Actual average circulation for 1904, 18,812 (©).

Chicago, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed 45,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago, Record-Herald. Average 1904, daily 145,761, Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 205,501.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, System, monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Ar. for year end, Feb. 1906, 28,750, Issue for Sept. 1905, 60,200.

Kewanee, Star-Courier. Av. for 1904, daily 3,290, w'y, 1,278. Daily, 1st 4 mos. '05, 5,502.

Peoria, Evening Journal, daily and Sunday. Sworn daily average for 1904, 15,525.

Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,328. S'y 9,957.

**INDIANA.**

Evansville, Journal-News. Ar. for 1904, 14,050. Sundays over 15,000. E. Katz, S. A., N. Y.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted), 28,751.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 25,515.

Richmond, Sun-Telegram. Sworn av. 1904, dy. 5,761.

South Bend, Tribune. Sworn daily average, 1904, 6,559. Sworn av. for Nov., '05, 7,665.

**INDIAN TERRITORY.**

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy., 2,963; w'y., 2,391.

**IOWA.**

Davenport, Democrat and Leader. Largest year. city-circ'n. Sworn av. Nov., 1905, 8,554.

Davenport, Times, Daily av. Nov., 11,057. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 26,825.

City circulation over 59,000. City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Keokuk, Gate City, Daily av. 1904, 2,145; daily six months, 1905, 2,292.

Muscatine, Journal. Daily av. 1904, 5,240, tri-weekly 3,059, daily, March, 1905, 6,452.

Sioux City, Journal, daily. Average for 1904, sworn, 21,784. Av. for Nov., 1905, 26,458. Print is most news and most foreign and local advertising. Read in 90 per cent of the homes in city.

Sioux City, Tribune, Evening. Net sworn daily average 1904, 20,674; Nov., 1905, 25,020.

The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

**KANSAS.**

Hutchinson, News. Daily 1904, 2,964. First five mos. '06, 3,396. E. Katz, Sp. Agent, N. Y.

**KENTUCKY.**

Harrodsburg, Democrat. Put it on your 1906 list; 3c. per 1,000; Ad. Proven av. cir., 3,522.

Lexington, Leader. Ar. '04, avg. 4,041. Sun. 5,597, Aug., '05, avg. 4,549. E. Katz, Spec. Agt.

Louisville, Times. Daily average year ending June 30, 1905, 36,025 (\$). Beckwith Agency, Rep.

Paducah, Journal of Labor, w'ly—Accepts only the best class of advertising and brings results from the best class of wage-workers.

Paducah, The Sun. Average for April, 1905, 3,626.

**LOUISIANA.**

New Orleans, Item, official journal of the city. Av. cir. first eight months 1905, 22,095.

**MAINE.**

Augusta, Comfort, mo. W. B. Gannett, pub. Actual average for 1904, 1,269,641.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1904, 6,544, weekly, 2,486.

Bangor, Commercial. Average for 1904, daily 8,991, weekly 28,827.

Bever, Piscataquis Observer. Actual weekly average 1904, 1,915.

Lewiston, Evening Journal, daily. Av. for 1904, 7,524 (©), weekly 17,450 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland, Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.



## MARYLAND.

Baltimore, American, dy. Aver. to June 30, '05, \$4,065. Sun., \$5,515. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1904, \$5,754. For November, 1905, \$1,460.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Bowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS.

Boston, Evening Transcript (C.C.). Boston's tea table paper. Largest amount of week day av.

Boston, Globe, Aver. to Oct. 1, 1905, daily, 195,619. Sunday, 501,425. "Largest Circulation Daily of any two cent paper in the United States, 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Boston, Post. Average Oct., 1905, daily \$56,315; 1904, \$19,731. Boston Sunday Post, average Oct., 1905, 194,550; 1904, 179,345. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-of-paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Circulation of the Boston Daily Post and the Boston Sunday Post, day by day, for the month of November, 1905:

NOV.	SUNDAY	DAILY.
1.....		231,000
2.....		233,550
3.....		233,300
4.....		242,960
5.....	194,700	
6.....		271,660
7.....		341,970
8.....		300,110
9.....		212,800
10.....		242,080
11.....		243,400
12.....	198,500	
13.....		245,150
14.....		259,100
15.....		243,180
16.....		244,100
17.....		276,800
18.....		242,370
19.....	501,100	
20.....		243,900
21.....		242,000
22.....		241,940
23.....		258,700
24.....		255,900
25.....		259,000
26.....	302,925	
27.....		262,000
28.....		236,800
29.....		235,100
30.....		254,180
Total, Daily Post, 26 days		6,440,130
Total, Sunday Post, 4 days	799,225	
Daily Average,		247,708
Sunday Average,		199,806
November 30, 1905.		

Fall River, News, Largest circ'n. Daily av. '04, \$4,955.31; Robt. Tomes, Rep., 116 Nassau St., N. Y.

Springfield, Farm and Home, National Agricultural semi-monthly. Total paid circulation, \$72,544. Distributed at \$9,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield, Good Housekeeping, mo. Average first 5 mos. 1905, 203,420. No issue less than 200,000. All advertisements guaranteed.

Springfield, New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, L'Opinion Publique, daily (C.C.). Paid average for 1904, 4,732.

## MICHIGAN.

Grand Rapids, Herald, Average daily issue last six months of 1904, 28,641. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Grand Rapids, Evening Press, dv. Average 1904, 44,807. Average 6 mos. 1905, 46,087.

Jackson, Patriot, morning. Actual daily average for 1904, 3,158. Av. Sept., 1905, 3,357.

Kalamazoo, Evening Telegraph, First 6 mos. 1905, dy. 10,128. June, 10,174. av. 9,685.

Kalamazoo, Gazette, d'y. 6 mo. end'g Sept., '05, 11,502; Nov., 11,988. Larg. circ. by 4,500.

Saginaw, Courier-Herald, daily, Sunday. Average 1904, 10,353; November, 1905, 12,551.

Saginaw, Evening News, daily. Average for 1904, 14,316. November, 1905, 18,102.

Sault Ste. Marie, Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

## MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, \$6,814.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,295.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, Journal Printing Co. Aver. for 1905, \$7,029; 1904, \$6,532; first 11 mos 1905, \$7,557. Oct. 1905, \$7,847; Nov., \$8,848.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, \$2,065.

Minneapolis Tribune, W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Daily average for 6 mos. to Oct. 1, 1905, 99,478. Sunday, 75,925.

## CIRCULATION

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.





**St. Paul.** The Farmer, s-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1903, 92,625.

**St. Paul.** Dispatch. Average net sold for nine months to Oct. 31, 1903, 69,417 daily.

**St. Paul.** Volkszeitung. Actual average 1904, 49,125.5. Wk. 28,637. Sonntagsblatt 28,640.

### MISSISSIPPI.

**Hattiesburg.** Progress, w'g. Av. d'y circ., yr end'g Jan., 1905, 17,678. Pop. 14,000, and growing.

### MISSOURI.

**Clinton.** Republican. W'ly av. last 6 mos. 1904, 2,546. D'y est. Apr., '04; av. last 6 mos. '04, 806.

**Kansas City.** Journal, d'y and w'y. Average for 1904, daily 64,114. Weekly 199,390.

**Joplin.** Globe, daily. Average 1904, 12,046. Oct., '05, 15,874. E. Katz, Special Agent, N. Y.

**St. Joseph.** News and Press. Circ. 1st 6 mos. 1904, 25,523. Smith & Thompson, East. Rep.

**St. Louis.** National Druggist, mo. Henry H. Strong, Editor and Publisher. Average for 1904, 8,080 (©). Eastern office, 59 Maiden Lane.

**St. Louis.** National Farmer and Stock Grower, monthly. Average for 1903, 48,523; average for 1904, 106,623; average for 1904, 104,750.

### MONTANA.

**Butte.** Inter-Mountain. Sworn average daily circulation 1904, 15,678. Beckwith Sp. Agency.

### NEBRASKA.

**Lincoln.** Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For March, 1905, 16,363. Only Nebraska paper that has the Guarantee Star.

**Lincoln.** Deutch-American Farmer, weekly. Average year ending January, 1905, 146,567.

**Lincoln.** Freie Press, weekly. Actual average for year ending January, 1905, 149,231.

**Lincoln.** Journal and News. Daily average 1904, 26,338; February, 1905, average, 28,055.

### NEW HAMPSHIRE.

**Nashua.** Telegraph. The only daily in City. Sworn aver. for Sept. and Oct., 1905, 4,304.

### NEW JERSEY.

**Elizabeth.** Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,513; 3 mos. to Aug. 1, 6,604.

**Jersey City.** Evening Journal. Average for 1904, 21,106. First 6 mos. 1905, 22,555.

**Newark.** Evening News. Evening News Pub. Co. Average for November, 1905, 62,742.

### NEW YORK.

**Albany.** Evening Journal. Daily average for 1904, 18,228. It's the leading paper.

**Albany.** Times-Union, every evening. Est. 1856. Av. for '04, \$0.487; Jan. Feb., '05, \$3.594.

**Binghamton.** Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (\*).

**Buffalo.** Courier, morn. Av. 1904, Sunday 79,892; daily 50,940; Enquirer, even., 52,702.

**Buffalo.** Evening News. Daily average 1904, 55,457; 1st six months, 1905, 95,281.

**Catskill.** Recorder, weekly. Harry Hall, editor. Av. yr. end'g Nov., '05, 5,796; Nov., 5,866.

**Corning.** Leader, evening. Average, 1904, 6,238. First quarter 1905, 6,425.

**Cortland.** Democrat, Fridays. Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.

**Glen Falls.** Morning Star. Average circulation, 1904, daily 2,292.

**Hornellsville.** Morning Times. Average 4,188 for year ending July, 1905; 39 R. F. D.'s.

**Mount Vernon.** Daily Argus. Average 1904, 2,912. Westchester County's leading paper.

**Newburgh.** News, daily. Av. 9 mos. '05, 5,129. 3,000 more than all other Newburgh papers combined.

### New York City.

**American Magazine** (Lealle's Monthly). Present average circulation, 256,108. Guaranteed average, 250,000. Excess, 78,296.

**Army & Navy Journal.** Est. 1893. Actual weekly average for 23 issues, 1904, 9,371 (©). Only Military paper awarded "Gold Marks."

**New York.** American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,465 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST's subscribers in New York include every postoffice in the State. In New Jersey it goes to 77% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 86%, and to 80% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

**Baker's Review** monthly. W. H. Gregory Co. publishers. Actual average for 1904, 4,900.

**Bensinger's magazine**, family monthly. Bensinger Brothers. Average for 1904, 27,025. Present circulation, 50,000.

**Clipper**, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1904, 25,663 (©).

**Gaelic American**, weekly. Actual average for 1904, 8,179; for 23 weeks in 1905, 23,130.

**Haberdasher**, mo. est. 1881. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

**Hardware Dealers' Magazine**, monthly. In 1904, average issue, 17,500 (©). D. T. MALLETT, Pub., 233 Broadway.

**Lealle's Weekly**. Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

**Musik Trade Review**, music trade and art weekly. Average for 1904, 5,509.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for eleven months ending June 28, **15,769** copies.

**Pocket List of Railroad Officials**, qly. Railroad & Transp. Av. 1903, 17,992; 1904, 19,547.

**The Billboard**, America's Leading Theatrical weekly. New York Office, 1440 Broadway. Walter K. Hill, Mgr. Phone 2466 38th St.

**The People's Home Journal**, 544,541 monthly. Good Literature. 444,607 monthly, average circulation, for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

**The Wall Street Journal**. Dow, Jones & Co., pub. Daily average first 6 months, 1905, 12,916.



The World. Actual aver. for 1904, Morn. 302, 825. Evening, 279,735. Sunday, 422,484.

The Tea and Coffee Trade Journal. Average circulation for 1904, 4,395(\$); December, 1904, 5,510 (\$).

Rochester. Case and Comment, mo. Law. Av. for 1904, 29,000; 5 years average, 29,105.

Schenectady. Gazette, daily. A. N. Lacey. Actual average for 1904, 11,622. 1904, 12,574.

Syracuse. Evening Herald, daily. Herald Co. pub. Av. for 1904, daily 25,648, Sunday 29,161.

Utica. National Electrical Contractor, mo. Average for 1904, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,279.

### NORTH CAROLINA.

Charlotte. Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,142. Sunday, 8,405. Semi-weekly, 4,496.

### OHIO.

Ashtabula. American Sanomat. Finnish. Actual average for 1904, 10,956.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,195. Nov., 1905, 75,804 daily; Sunday, 79,986.

Dayton. Herald, evening. Circ., 1904, 12,280. Largest in Dayton, paid at full rates.

The Billboard. America's Leading Theatrical Weekly. Cincinnati, New York, Chicago.

Youngstown. Vindicator. D'y av. '04, 12,020. LaCoste & Marnell, N.Y. & Chicago.

Zanesville. Times-Recorder. Sworn av. 1st 5 mos. 1905, 10,427. Guar'd double nearest competitor and 50% in excess combined competitors.

### OKLAHOMA.

Oklahoma City. The Oklahoman. 1904 aver. 8,104. Oct., '05, 11,558. E. Katz, Agent, N.Y.

### OREGON.

Portland. Oregon Daily Journal. Actual average for Nov., 1905, 22,259.

### PENNSYLVANIA.

Chester. Times, ev'g d'y. Average, 1904, 7,929. N. Y. Office, 230 B'way. F. R. Northrup, Mgr.

Erie. Times, daily. Av. for 1904, 14,257. November, 1905, 15,711. E. Katz, Sp. Ag., N.Y.

Harrisburg. Telegraph. Sworn av., Oct., 12,616. Largest paid circula'n in H'b'g, or no pay.

Philadelphia. Confectioners' Journal, mo. Av. 1904, 3,004; 1905, 3,470 (60).

Philadelphia. German Daily Gazette. Average circulation 1st 5 mos., 1905, daily 50,996; Sunday 40,155; sworn statement. Ctr. books open.

Philadelphia. The Press is a Gold Mark (©) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 118,242.

Philadelphia. Farm Journal, monthly. Wulmer Atkinson Company, publishers. Average for 1905, 565,866. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription.

"Awarded June 21st, 1907, by 'Printers' Ink.' 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."



The circulation of

## THE PHILADELPHIA BULLETIN

is larger than that of any daily newspaper published in the State of Pennsylvania.

NET DAILY AVERAGE FOR

NOVEMBER:

**206,949** COPIES A DAY

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

## The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

### NOVEMBER CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of November, 1905:

1	160,353	16	167,445
2	160,941	17	167,578
3	160,511	18	179,704
4	173,643	19	Sunday
5	Sunday	20	167,298
6	166,130	21	168,761
7	211,409	22	166,182
8	160,511	23	166,238
9	167,283	24	166,313
10	167,913	25	179,177
11	183,388	26	Sunday
12	Sunday	27	166,412
13	167,763	28	165,844
14	168,103	29	166,468
15	171,715	30	165,928

Total for 30 days, 4,431,021 copies.

NET AVERAGE FOR NOVEMBER,

**170,423** copies per day

BARCLAY H. WARBURTON, President.

PHILADELPHIA, December 3, 1906.

Pittsburg. Labor World, w'y. Av. 1904, 25,618. Reaches best paid class of workmen in U. S.

## THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburg, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the Post. Objectionable advertising is excluded from its columns. (Circ., d'y. 60,000, S. 71,250.)



**West Chester.** Local News, daily. W. H. Hodgson. Average for 1904, 15,150 (\*). In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Williamsport.** Grit. America's Greatest Weekly. Av. for 3 mos. 1903 225,756. Smith & Thompson, Reprs., New York and Chicago

**York.** Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

## RHODE ISLAND.

**Pawtucket.** Evening Times. Average for six months ending June 30th, 1905, 16,812.

**Providence.** Daily Journal, 17,390 (©). Sunday 30,486 (©). Evening Bulletin 27,356, average 1904. Providence Journal Co. pub.

**Westerly.** Sun. Geo. H. Utter, pub. Aver. 1904 4,450. Largest circulation in So. Rhode Island.

## SOUTH CAROLINA.

**Charleston.** Evening Post. Actual dy. average for first eight months 1904, 4,265.

**Columbia.** State. Actual average for 1904, daily 8,164 copies (©); semi-weekly, 2,251. Sunday 9,417 (©). Act. aver. July to Oct. '05, '06, daily 10,076; Sunday 11,265.

## TENNESSEE.

**Knoxville Journal and Tribune.** Daily average year ending Jan. 31, 1905, 15,060 (\*). Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

**Knoxville.** Sentinel. Av. '04, 11,482. Led nearest competitor for 11,000 in advertising '04, 6 days vs. 7.

**Memphis.** Commercial Appeal, daily. Sunday weekly. Average 1st 3 mos. 1905, daily 29,120. Sunday, 55,497. weekly, 81,822. Smith & Thompson, Representatives N. Y. & Chicago.

**Nashville.** Banner, daily. Aver. for year 1905, 18,772; for 1904, 20,705. Average March, April, May, 1905, 21,387.

## TEXAS.

**Denton.** Record and Chronicle. Daily average 1904, 816. Weekly av. 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

**El Paso.** Herald. Av. '04, 4,211; June '05, 5,080. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

**San Angelo.** Standard, weekly. Average for 1904, 2,908.

## VERMONT.

**Barre.** Times, daily. F. E. Langley. Aver. 1904 2,161, for six months, 1905, 2,585.

**Burlington.** Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,034; last month, 7,547.

**Burlington.** Free Press. Daily av. '05, 5,566. '04, 4,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

**Rutland.** Herald. Average 1904, 2,527. Average 3 months ending June 1, 1905, 4,151.

**St. Albans.** Messenger, daily. Actual average for 1904, 2,166.

## VIRGINIA.

**Norfolk.** Dispatch, 1904, 9,400; 1905, June 11, 548, July, 11,914, August, 16,071.

**Norfolk.** Landmark (©). Leading home paper. Circ. genuine. No pads. Vandoren, Sp'l.

**Richmond.** News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.



**Richmond.** Times-Dispatch, morning. Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

## WASHINGTON.

**Olympia.** Recorder. Daily av. 1904, 2,289; weekly, 1,455. Only paper with tele. reports.

**Tacoma.** Ledger. Dy. av. 1904, 14,564; Sv., 18,475; w., 9,524. Aver. 6 mos. ending June 30, 1905, Daily, 15,159, Sunday, 19,771.

**Tacoma.** News. Daily average 3 months ending May 31, 16,327. Saturday issue, 17,495.

## WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,220.

**Wheeling.** News. Daily paid circ., 11,517 (\*). Sunday paid circ., 11,928 (\*). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

## WISCONSIN.

**Milwaukee.** Evening Wisconsin, dy. Av. 1904, 26,201; November, 1905, 24,457 (©).

**Milwaukee.** Journal, daily. Journal Co., pub. Yr. end. Nov., 1904, 40,250. Nov., 1905, 41,685.

**Oshkosh.** Northwestern, daily. Average for 1904, 7,251. First eight months 1905, 7,605.

**Wisconsin Agriculturist.** Racine, Wis., Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1905, 22,181; for 1904, 27,254; for year ending July 31, 1905, 40,192. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

## WYOMING.

**Cheyenne.** Tribune. Actual daily average net for first six months of 1905, 4,580.

## BRITISH COLUMBIA.

**Vancouver.** Province, daily. Average for 1904, 7,426; Nov., 1905, 8,957. H. DeClerque, U. S. Repr., Chicago and New York.

**Victoria.** Colonist, daily. Colonist P. & P Co. Aver. for 1903, 5,695; for 1904, 4,556 (\*).

## MANITOBA, CAN.

**Winnipeg.** Free Press, daily and weekly. Average for 1904, daily 25,693; weekly, 15,801. Daily, November, 1905, 21,898.

## NEW BRUNSWICK, CAN.

**St. John.** Star. Actual daily average for October, November, December, 1904, 6,091.

## NOVA SCOTIA, CAN.

**Halifax.** Herald (©) and Evening Mail. Circulation, 1904, 15,688. Flat rate.

## ONTARIO, CAN.

**Toronto.** Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

**Toronto.** The News. Even. daily average first nine months 1905, 22,258. Rate 3½c. Nat. Largest circulation of any evening paper published in Ontario.

**Toronto.** Ev. Telegram. Dy. av. 1904, 21,854. Aug., '05, 22,808. Perry Lukens, Jr., N.Y. Repr.

**Toronto.** Star, daily. Daily average November, 1905, 29,502.

## QUEBEC, CAN.

**Montreal.** Herald, daily. Est. 1808. Actual av. daily 1904, 22,950; weekly, 18,586.

**Montreal.** La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 20,259; Av. Mar., '05, 25,226. Sat., 115,392.

**Montreal.** Star, dy. & w. Graham & Co. Av. for '05, dy. 25,127, w. 122,269. Av. for 1904, dy. 26,795, w. 125,240.

**Sherbrooke.** Daily Record. Average first six months 1905, 5,320; November, 1905, 6,555.

# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted), cost \$20.00 for a full year, 10 per cent discount, or \$18.75 per year spot cash, if paid wholly in advance.

## WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

## GEORGIA.

ATLANTA CONSTITUTION. Aug., 1905. Daily 46,723 (◎◎). Sunday 56,102. Weekly 107,925.

THE MORNING NEWS (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

## ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

## KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎). greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donaboe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (◎◎). Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

## MINNESOTA.

### NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$5 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

THE NEW YORK TIMES (◎◎). Over 100,000 metropolitan circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-episcopal. 47 Lafayette Place.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 11-15-15 E. 24th St., N. Y.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—An authority of the first order.—Tribune. Charleston, W. Va.

E. News prints more transient ads than all other technical papers; 1½¢ & 3¢ a word. Try it.

## HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (◎◎). D. T. MALLATT, Pub., 283 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

## OHIO.

CINCINNATI ENQUIRER (◎◎). Great—infential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

## PENNSYLVANIA.

"THE PHILADELPHIA PRESS" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper. The three most desirable characteristics for any newspaper. Circulation, daily average 1904, 113,942.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,365 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, large-circulation in South Carolina.

## VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

## WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

## CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,000, flat rate.

☉☉ A Gold Mark Paper ☉☉

What the  
**FOUR LARGEST  
 ADVERTISERS**  
 in the CITY OF MILWAUKEE say of  
**The Evening Wisconsin**

**GIMBEL BROTHERS** say:

"We value the columns of the Evening Wisconsin as the very best, and so testify to it by giving it our full copy all the time. It has our highest endorsement, as we have written you before, and we wish to further emphasize it.

"Though we have paid your paper large sums of money for advertising, we have this year shown our appreciation of its high character and exclusive circulation by a substantial increase of the rate paid and continue to give it all our copy."

**JULIUS SIMON**, Boston Store, says:

"I value the space in your paper to be fully worth that of any other paper in the city, and back up this judgment with my money.

"The last eight years that I am doing business in the city that my appreciation of the Evening Wisconsin has increased from year to year as the price I pay has also increased to my full satisfaction, and that I now use fully as much space in your paper as I do in any of the others."

**J. P. MILEY**, Pres. G. M. Barrett Co., says:

"We consider your paper an excellent advertising medium is proven by the fact that we submitted to a raise of twenty-five per cent in our rate for the renewal of our contract for 1905.

"The fact that we use the Wisconsin to the extent of two hundred and twenty-five to three hundred inches per week, shows our appreciation of your splendid advertising medium, and proves conclusively that even at the advance charged us we believe we are getting splendid value for our money."

**DAVID GOODMAN**, Pres. Goodman's, says:

"I will state that this store has paid the Evening Wisconsin more money for advertising during the past year than to any other paper in Milwaukee, and have received, in our judgment, better results from the advertising in its columns than from any paper we have used in this city."

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

## COLORADO.

**THE** Denver Post, Sunday edition, Dec. 10, 1900, contained 5,965 different classified ads, a total of 108 8-10 columns. The Post is the big want medium of the Rocky Mountain region. The rate for Want-ads in the Post is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

**MERIDEN**, Conn.: **RECORD** covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

## DISTRICT OF COLUMBIA.

**THE EVENING** and **SUNDAY STAR**, Washington, D. C. (© 2), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

## ILLINOIS.

**THE** Champaign News is the leading Want ad medium of Central Eastern Illinois.

**PEORIA** (Ill.) **JOURNAL** reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

**THE DAILY NEWS** is Chicago's "Want ad" Directory.

## INDIANA.

**THE** MARION LEADER is recognized as the best result getter for want ads.

**THE** Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, six cents per word.

**THE** Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

**THE** Indianapolis News during the year 1904 printed 135,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

**THE** Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

**DURING** the month of October, 1904, the Indianapolis STAR published 55,870 lines of classified advertising. In October, 1905, it published 58,715 lines, a gain of 2,844 lines. If STAR want ads did not pay, the report would have been different.

## IOWA.

**THE** Des Moines CAPITAL guarantees: the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, 41 per line. It is published six evenings a week, Saturday the big day.

**THE** Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

## MAINE.

**THE** EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

**THE** Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**25** CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solo page Want ads. Circulation exceeds 10,000.

**THE** BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

**BOSTON GLOBE**, daily and Sunday, first ten months of 1900, printed a total of 362,395 classified ads, and there were no trades, deals or discounts. This was a gain of 7,076 "want" ads over the same period of 1894, and was 150,776 more than any other Boston paper carried during the first ten months of 1905.

## MICHIGAN.

**SAGINAW COURIER-HERALD** (daily), only Sunday paper; result getter; circulation in excess of 15,500; 1c. word; 1/2c. subsequent.

## MINNESOTA.

**THE** Minneapolis JOURNAL carried over 26 per cent more Want ads during November, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. (Circulation, 1905, 57,030; 1904, 44,533; first 11 months 1905, 67,507; November, 68,848.)

**THE** MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

**THE** ST. PAUL DISPATCH IS ALL YOU NEED in St. Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily circulation of the St. Paul DISPATCH for August, 1905, was 61,902. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The August want advertising shows an average daily increase of 705 lines over same month in 1904. Seven telephone trunk lines assist in receiving this classified business.

**MISSOURI.**

**THE** Joplin **GLOBE** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**MONTANA.**

**THE** Anaconda **STANDARD** is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1904), 11,359; Sunday, 13,756.

**NEBRASKA.**

**L**INCOLN **JOURNAL** AND **NEWS**, combined circulation over 27,000. Cent a word.

**THE** Lincoln **DAILY STAR**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

**NEW JERSEY.**

**ELIZABETH** **DAILY JOURNAL**—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

**NEWARK, N. J.** **FRIE ZEITUNG** (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

**NEW YORK.**

**THE** **EAGLE** has no rivals in Brooklyn's classified business.

**THE** **POST-EXPRESS** is the best afternoon Want ad-medium in Rochester.

**ALBANY** **EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY** **ARGUS**, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

**BUFFALO** **NEWS** with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE** **TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

**NORTH DAKOTA.**

**GRAND FORKS** **HERALD**. Circ. Sept. '05, 6,515. Examination by A. A. A. June '06. Biggest Daily in N. D. La Cote & Maxwell, N. Y. Rep's.

**OHIO.**

**YOUNGSTOWN** **VINDICATOR**—Leading "Want" medium, 1c. per word. Largest circulation.

**THE** **MANFIELD** **NEWS** publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 3c.; one cent per each additional word.

**OKLAHOMA.**

**THE** **OKLAHOMAN**, Okla. City, 11,358. Publishes more Wants than any four Okla. competitors.

**PENNSYLVANIA.**

**THE** **Chester, Pa.** **TIMES** carries from two to five times more classified ads than any other paper.

**WILKES-BARRE** **LEADER**, best business getter in the prosperous anthracite coal regions. Largest afternoon circulation.

**WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN!**

Want Ads. in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**." Net paid daily average circulation for November: 206,949 copies per day. (See Roll of Honor column.)

**FOR RESULTS IN PHILADELPHIA USE**

**THE GERMAN DAILY GAZETTE**. Goes into the homes of a prosperous people 49,083 times daily. 350,000 Germans in Philadelphia.

**SOUTH CAROLINA.**

**THE** Columbia **STATE** (C) carries more Want ads than any other S. C. newspaper.

**VIRGINIA.**

**THE** **News LEADER**, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,570 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

**CANADA.**

**THE** Halifax **HERALD** (C) and the **MAIL**—Nova Scotia's recognized Want ad mediums.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,592—sworn to.) Carries more want ads than any French newspaper in the world.

**THE** **DAILY** **TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE** Montreal **DAILY** **STAR** carries more Want advertisements than all other Montreal dailies combined. **THE** **FAMILY** **HERALD** AND **WEEKLY** **STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE** Winnipeg **FREE** **PRESS** carries more "Want" advertisements than any other daily paper in Canada and more ad advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE** **PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

**BRITISH COLUMBIA.**

**VICTORIA** **COLONIST**. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

"AUTUMN SUGGESTIONS" is the title of an attractive little booklet issued by the Geo. C. Flint Co., 43 West 23d street, New York City. Fine furniture is the subject treated. The illustrations are artistic and suggestive, and a feature of the booklet is a chronological table giving the dates of the more important furniture periods from the earliest times down to "American Colonial," "Directoire" and "Empire."



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING  
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES.

Advertisements 10 cents a line, pearl measure, 10 lines to the inch (\$5: 200 lines to the page (\$40).

For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG.

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 59-52 Ludgate HILL EC

NEW YORK, DEC. 27, 1905.

**PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.**

## WORK GOES ON IN WANAMAKER'S.

In the case of Wanamaker's new building in New York, on which the work of putting in fixtures was delayed by the Building Department, which demanded that showcases, shelving, etc., should be of fireproofed wood, the courts have decided that the Building Department has no right to dictate in the matter of fixtures. Work has been resumed. Fireproofed wood, it is said, is remarkably hygroscopic, absorbing moisture from the atmosphere, and its use for counters and showcases would be ruinous to goods.

IN Germany an average of 3,000 persons are convicted annually for adulterating articles of food.

To receive a check for three hundred dollars just a few days before Christmas is not an unpleasant surprise. You stand as good a chance to get it as any man. See prize offer on pages 70 and 71 of this issue.

COMMENCING with the February issue, *Suburban Life*, the Boston magazine, will be printed by the J. Horace McFarland Co., Harrisburg, Pa., and Mr. McFarland will act as associate editor. W. A. Trowbridge, formerly on the staff of the *Country Calendar*, has joined *Suburban Life's* advertising force.

THE growth of the volume of local advertising throughout the country is well illustrated by the record breaking volume of business carried by the Little Rock, Ark., *Gazette*. December 10th, in a regular issue the *Gazette* carried 140 columns of advertising, not only a record breaker for Arkansas but probably for a regular issue, the record for a city the size of Little Rock.

## A NEW AGENCY.

The Baer-Wadsworth Company, a new general advertising agency with offices at 156 Fifth avenue, New York, is headed by Gerald B. Wadsworth, late with the Alert Advertising Agency, New York, and Joseph E. Baer, formerly advertising manager of Erich Bros. Among the accounts with which business was opened are Erich Bros., dry goods; Apollo Pianos; Anderson Pianos; Safety Folding Bed Co.; Lawrence Field & Co., dry goods; Bankers' Realty & Security Co.; Sheffield Coffee; William Newman Co., clothing; L. Shaw, hair goods; Solomon & Burroughs, furs; Straus Manufacturing Company, toys; Metropolitan Music Company, music and toys; Melville Music Company; Consumers' Wall Paper and Supply Company.

IN Turkey articles bearing on the wrapper a star, crescent, mosque or the figure of a moslem—male or female—may not legally be exposed for sale. Such designs, according to a German export paper must be removed from the articles to which they are affixed before entering the country.

A FOLDER descriptive of the work of the bronze foundry of the Gorham Company, New York, comes from that concern. This department of the Gorham equipment, at Providence, the largest bronze foundry in the world, is constantly turning out memorial tablets, statues, bas reliefs, fountains, busts and ornamental pieces.

THOSE public libraries which have reading-rooms in connection, seem to be strangely deficient as regards the advertising trade journals. Some libraries in the larger cities have about three printing trade journals, which have departments of advertising, but which the general public look at more because of their beautiful pictures. Many of these same libraries do not have on file such an advertising paper as **PRINTERS' INK.**—*The National Advertiser.*

THE publisher of *Both Sides*, the Anti-Prohibition paper issued at Minneapolis, states that the recent rumor that his publication had been excluded from second-class postal privileges for printing some verses that were unmailable, is unfounded. The paper is being published regularly and accepted at the Minneapolis postoffice as second-class matter. Its issue of October 5th was questioned by the postal authorities but went through without trouble. *Both Sides* has been published eleven years and is read by 3,600 saloon-keepers, according to the publisher's statement. It gives late Supreme Court decisions, changes in saloons throughout Minnesota, a directory of Minnesota and South Dakota liquor dealers, news of Minneapolis and St. Paul and similar information.

THE Rockford, Ill., *Register-Gazette* closed a deal with the Associated Press for doubling its present press report, which will give an afternoon telegraphic service the equal of any afternoon paper in the State outside of Chicago.

#### CIRCULATION EXAMINATION IN ROCKFORD.

The *Register-Gazette*, Rockford, Ill., sends out summaries of recent examinations of the circulation of the three dailies of that city, made by the agent of the Association of American Advertisers. The report covers a dull period—May 15 to August 15, 1905. The *Register-Gazette's* daily average of copies printed was 5,841, the *Morning Star's* daily average 5,888 and the *Republic's* 5,791. According to Rowell's American Newspaper Directory the daily averages of these papers for 1904 was: *Register-Gazette* 5,496, *Morning Star* 6,758, *Republic* 6,251.

#### THE LITTLE SCHOOLMASTER AS AN EDUCATOR.

Wishing to interest the Rutland merchants in up-to-date methods of advertising, and to show them that the *Herald* was interested in them, I looked about to find some means of getting ideas before them. After looking over the field I decided on one medium that seemed to meet my ideas, and that was **PRINTERS' INK.** Since we have delivered the copies to the merchants have heard many remarks complimentary to it. The circulation of your journal has set many to thinking as to their advertising, and when you get advertisers to thinking you have done something. Many of them say it contains many ideas that they will act on. As an educator in the advertising line I think that **PRINTERS' INK** is in a class by itself.

F. T. PARSONS,  
Manager Rutland (Vt.) *Herald*,  
December 14, 1905.

THE Christmas number of the *Ohio State Journal* of Columbus contained 116 pages and, according to its own assertion, contained "more news, more feature articles, more paid advertising, than any other Ohio newspaper ever put into a single issue."

#### BRANCH FOR LINCOLN TRUST COMPANY.

Premises at 413 Broadway, at the corner of Lispenard street, have been leased by the Lincoln Trust Company, New York City, and will be converted into a branch of this successful concern, accommodating its depositors and clients in the wholesale, jobbing and commission clothing district.

In the true meaning of the word, graft is dishonesty for gain or advantage. The worker in any occupation who shirks his job, deliberately wastes the time of his employer or makes and takes "perquisites" is in principle no less a grafter. If this is not understood, realized and acknowledged, the lesson of the revival that is now sweeping the country will be lost.—*The New York Sun*.

#### AN INTERESTING COCOA EXHIBIT.

Stollwerck Brothers, New York, manufacturers of the cocoa bearing their name, loan to retailers who handle the brand an interesting card for store display. This device, designed by B. Wentworth Floyd, has attached seven small glass receptacles. The first contains cocoa beans as they come from the pods, while the others show six different kinds of refuse that are separated from them in making Stollwerck's Cocoas—cocoa bean shells, shell dust refuse, light refuse, dirt refuse, fibrous refuse and the germs or sprouts of the cocoa bean, which are hard, woody, indigestible cores never ground up in this brand. Appropriate text briefly tells a forceful advertising story of purity and cleanliness. These cards remain the property of Stollwerck Brothers.

#### THE CHICAGO SPECIALS.

The sixth edition of a handy booklet issue by Geo. C. Krogness, the special agent, Marquette Building, Chicago, has been issued. It contains the names of all of the papers having special representatives in Chicago, arranged alphabetically.

#### AN INDEX TO RAILROAD LITERATURE.

The Chicago Great Western Railway issues from St. Paul a booklet that embodies a great advertising idea, which ought to be elaborated on a mutual plan by all the railroads. Called a "Guide to Guide Books," it briefly indexes and summarizes several hundred folders and booklets of prominent American transportation lines under geographical classification, showing the traveler planning a trip to any section of the country, or abroad, what road issues descriptive books about the places he wishes to visit, the titles of such booklets, contents, territory covered, etc.

#### HOES ITS ROW.

One of the most efficient of all advertising journals is *Agricultural Advertising*, Chicago. The exposition of the farm press by this specialized trade magazine has done more for agricultural advertising than any other one thing in the past few years, and incidentally has taught advertisers a great deal about what was once the most obscure field in all publicity. *Agricultural Advertising* is owned and operated by an advertising agency, the Long-Critchfield Corporation. But no advertising journal conducted in such connection can show a cleaner record, nor numbers more friends among the publishers who patronize its advertising columns. If *Agricultural Advertising* ever holds anybody up, the thing is done with sweetness and light, and there is never even the imitation protest that many publishers raise after they have obediently taken space in other agency publications.

## IMPORTANT MOVEMENT IN ADVERTISING.

The creation of a General Advertising Department for the New York Central lines, and the placing in charge of that department the veteran railroad advertiser, George H. Daniels, who has been for nearly twenty years the general passenger agent of the New York Central Railroad, marks an era in the history of advertising in America.

The New York Central lines are the first great system to create an advertising department which covers all the railroads in their system, and the far-reaching consequences of such a movement cannot be appreciated at first sight, but this action on the part of the management of these lines emphasizes the value of advertising generally, and forces the conclusion of a strong belief in the efficacy of railway advertising in particular.

Some idea of the importance of this new department can be had when it is understood that it will control the general advertising in America and in foreign countries of the New York Central, Boston and Albany, Lake Shore and Michigan Southern, Michigan Central, Cleveland, Cincinnati, Chicago and St. Louis, Rutland, and Lake Erie and Western railways and their leased lines, having their western terminals at Chicago, St. Louis and Cincinnati and their eastern terminals at New York, Boston and Montreal, and embracing more than twelve thousand miles of the best equipped railways in the world.

Mr. Daniels has for many years

been a firm believer in newspaper and magazine advertising, and, therefore, the organization of the General Advertising Department of the New York Central lines is of importance to every legitimate publication in America—daily, weekly or monthly.

In an address before the New York State Press Association a few years ago, Mr. Daniels made the point that the railroad is the advance agent of commerce, and that railway advertising has been of immense value to American manufacturers in calling the attention of the whole world to the excellent work done by our inventors and mechanics, as illustrated in the Empire State Express, the Twentieth Century Limited, and other great trains that connect the East with the West; the average foreigner arguing that the men who were able to turn out such machines must be able to build almost anything, and that the farm machinery, and all kinds of industrial machinery made in America, must be of the very best quality. Railroad advertising has certainly been the means of bringing thousands of men here from foreign countries to investigate our manufactures and has wonderfully increased our foreign commerce.

"WHAT We Don't Know About Printing" is a booklet from the Courier Co., Madison, Ind., on the order of Elbert Hubbard's essay on "Silence"—made up of blank pages. As an odd conceit to go with other literature it seems effective. But it should not be sent out alone.

Office of  
THE CHICAGO DAILY NEWS

VICTOR F. LAWSON, Publisher,  
122 Fifth Avenue, CHICAGO.

Dec. 11, 1905.

I trust it is not necessary for me to assure you of our very high appreciation of the value of Printers' Ink as to newspaper announcements addressed to advertisers.

Very truly yours,

*Victor F. Lawson*

SOME of the brightest and most successful advertising men of today won their first fame and public notice by competing for prizes offered by the Little Schoolmaster in years past. A chance for young advertising students is now offered in the prize competition described on pages 70 and 71 of this issue.

### CAMPAIGN AGAINST FINANCIAL CROOKS.

During the past year the Philadelphia *North American*, in the interests of clean advertising, has waged a campaign against investment crooks in that city. One cotton investment swindler has been jailed and convicted, ten others have been driven out of business or bankrupted, and many others have fled from Philadelphia. The Postoffice inspectors have commended the *North American's* work in this field, and greater value has been given to legitimate financial advertising in that city.

### "FAIR TRIAL" FOR LEWIS IS ASKED OF CONGRESS.

Petition from Ohioans presented by Representative Thomas.

A petition asking congress to intercede for E. G. Lewis, president of the People's United States Bank, who was recently indicted by the federal grand jury here, and to see that he gets a "fair trial" and pass a law defining fraud orders, was submitted in the House of Representatives Thursday by Representative Thomas of the 19th Ohio district, according to a dispatch from Washington.

The document, which is regarded as a rather curious one, was signed by several hundred of Congressman Thomas's constituents. The dispatch did not state what disposition of the petition was made.

"I do not know Mr. Thomas and never heard of him before," said Mr. Lewis to the *Star-Chronicle*. "There are many people throughout Ohio who are interested in the People's Bank and our publication. What action they may have taken was entirely of their own initiative. We have received letters from many people living in almost every State in the Union stating that they would address such petitions to congress."

The action of the postmaster general in issuing a fraud order against the bank last July has been severely denounced by Lewis in issues of the *Woman's Magazine* since that time.—*St. Louis Star-Chronicle, December 15, 1905.*

You might not win the first prize, but you may win the second or third, although there is a possibility that you might win all three prizes and pocket the whole five hundred about a week before Christmas day next. See particulars on pages 70 and 71 of this issue.

### TO REMOVE SAVINGS BANK HANDICAP.

Another effort is to be made this winter to have the franchise tax on savings banks in New York State removed by the legislature. The attempt at the last session failed because the bill for repeal, passed by the Senate, did not reach the House in time for consideration. Wm. H. S. Wood, president of the Bowery Savings Bank, is chairman of a committee of bankers to look after this legislation. The tax bears hard on New York savings banks because it taxes the surplus of institutions that are more rigidly restricted in their investments than the banks of any other State in the Union, and therefore handicaps them in their power to earn interest for depositors.

### THE KIND THAT IS NOT WANTED.

DES MOINES, IOWA, Dec. 18, 1905

Editor of PRINTERS' INK:

We gave the *Mail Order Journal's* advertisement for the reason that they had an interesting story on the Des Moines newspaper situation. There are a good many features of the Des Moines newspaper situation which are being more or less misrepresented by one of the newspapers here. If PRINTERS' INK would, sometime in the near future, have a representative investigate the situation here we would feel more disposed to take space in your publication to exploit our publications. To purchase space in PRINTERS' INK to combat some of the theories and statements made by one of the local publications would necessitate a larger expenditure than we feel that we can afford at this time.

Very truly yours,

THE REGISTER AND LEADER,  
W. B. Southwell, Bus. Manager.

The Little Schoolmaster prefers that publications which attach conditions to their advertising patronage stay out of its columns. PRINTERS' INK solicits patronage upon its merits and not upon favors expected. If that principle has to be abandoned it will cease publication altogether.

# EXTENSIVE POSTAL LEGIS- THE GEO. ETHRIDGE CO. LATION.

On the first days of Congress's present session thirty-four bills relating to postal matters were introduced. They cover many points. One requires postmasters to affix stamps to mail matter when coin is paid for postage, another to postal savings, and others as follows: To provide for subsistence of rural carriers; for the issuance of postage stamp certificates; to grant vacations to rural carriers with pay; to increase pay of carriers; to permit one copy of all second-class publications to go free to subscribers; to provide postoffice boxes permanently to citizens paying first cost of same; to establish postal telegraphs; to establish parcels post; to prevent Sunday issuance of money orders and registered mail; to grant franking privileges to agricultural bureaus of each State; to establish a library post; to consolidate third and fourth class matter; to reduce letter postage to one cent an ounce. The Sawyer Publishing Co., of Waterville, Me., has established a legal bureau at 315 Temple Court, New York City, in charge of Lucius Weinschen, counsel, who keeps copies of these bills there for examination and will send on request any information about them desired. The purpose of this bureau is to keep publishers and advertisers informed on the progress of postal legislation.

41 Union Square.  
New York, Dec. 15, 1905.

Editor of PRINTERS' INK:

We appreciate that a very great amount of significance will be attached to Mr. Rowell's personal recollections which are now being issued in serial form in PRINTERS' INK, and which will be subsequently published in book form, and when we read the list of prominent agencies to which he makes reference in the current issue of PRINTERS' INK, we apprehended that our status might not be understood by reason of our non-representation in that list.

Very respectfully,  
THE GEORGE ETHRIDGE CO.,  
Jos. G. Kitchell, President.

This company devotes all of its time and energies to the preparation of most excellent designs and copy, and differs from the other agencies in that it does not place a line of advertising, although it controls some very important accounts—delegating the details of space buying, checking, etc., to the various placing agencies with whom it affiliates.

The Ethridge Company has earned a high reputation for its comprehensive advertising plans, strong copy and effective designs, and has built up a large business among the most prominent of National advertisers and with important advertising agencies who come to it for superior work in the divisions which it has specialized. Mr. George Ethridge has for over three years conducted the Department of Commercial Art Criticisms in PRINTERS' INK, and is regarded as a post-graduate in the realm of magazine and newspaper illustrations.

SALES OVER \$2,000  
1000 A Week - 1000 A Week  
1000 A Week - 1000 A Week  
1000 A Week - 1000 A Week  
1000 A Week - 1000 A Week

THE NEWSPAPER OF IOWA  
**The Des Moines Capital**

LAFAYETTE TOWN, IOWA  
DES MOINES, IOWA

SALES OVER \$2,000  
1000 A Week - 1000 A Week  
1000 A Week - 1000 A Week  
1000 A Week - 1000 A Week  
1000 A Week - 1000 A Week

CHICAGO OFFICE, 27 WASHINGTON SQUARE  
NEW YORK OFFICE, 100 WORLD BUILDING

DES MOINES, IOWA, Dec. 16, 1905.

We have found Printers Ink a very valuable advertising medium during 1905 and expect to be with you with equal generosity during 1906.

Very truly yours,

DES MOINES CAPITAL.

*Wm. Young*

THE American Tobacco Company is extensively advertising "Navy" Tobacco in Central States. The copy consists of 60-inch ads once a week. The business is placed by the Ben B. Hampton Co., and is going to dailies and weeklies.

IN its Sunday issues of December 3rd, 10th and 17th, the Worcester, Mass., *Telegram* printed a total of 124 pages, containing 446 columns of advertising. The *Telegram* had an average circulation of 26,593 for 1904, the largest in the State outside of Boston.

THE regular annual business meeting of the Agate Club of Chicago, the oldest organization of publishers' representatives in this country, was held at the club rooms on Monday afternoon, Dec. 18. The following were elected officers for 1906: President Mr. H. M. Ford; Vice-President, Mr. R. G. Howse, Jr.; Secretary, Mr. R. T. French; Asst. Secretary, Mr. E. S. Wells, Jr.; Treasurer, Mr. William Boyd.

## TWO GREAT ELECTRICAL PAPERS CONSOLIDATE.

Undoubtedly an important step taken in electrical journalism is the consolidation of the *Electrical World and Engineer* and the *American Electrician*.

Both papers have been published by the McGraw Publishing Company, 114 Liberty street, New York.

The two will be amalgamated with the first issue in January, and the new paper, which will be issued weekly, will be known simply as the *Electrical World*.

The first issue of each month will not only treat of the scientific side of things electrical, but will, as thoroughly as the *American Electrician* did in the past, take up the popular side of the subject. But the regular weekly edition of the new *Electrical World* will likewise devote ample space to the popular side of electricity, as a very successful effort has been made towards inducing the monthly subscribers of the *American Electrician* to subscribe to the weekly edition of the new paper, despite its higher price. A subscription rate of \$2 per year has been offered to the subscribers of the *American Electrician*, whose subscriptions expire in January, to induce them to subscribe to all the numbers of the new *Electrical World*. It is likewise permitted to send in subscriptions for the first number of the *Electrical World* published each month—the number which devotes special attention to popular electrical matters.

Ninety-five per cent of all the *American Electrician's* subscribers whose subscriptions expire the first of the year have already renewed them for the *Electrical World*, the publishers assert.

## ANOTHER RIGHT OF PRIVACY SUIT.

A Mrs. Peck, living at Mount Ayr, Iowa, has brought suit against the Duffy's Malt Whiskey people for publishing her portrait in connection with a testimonial for that beverage written by a Chicago woman, Mrs. O. Schuman. The latter, it is said, has made a business of giving medical testimonials, and in this case furnished the photograph of the Iowa woman, which was in her possession. Mrs. Peck is a temperance advocate, and sues because she has been grievously mortified and damaged.

## A CIRCULATION FEATURE.

As an indication of the home character of its circulation, the Philadelphia *North American* describes, in a folder, the system of porch parties that it originated in that city some time ago. The porch party, it is stated, is exclusively a Philadelphia institution, and 625 of them were given last season under the auspices of the *North American*. Each party, many of which are under the management of children, sells candy, ice cream, auto rides, etc., and the money goes to the paper's outing fund.



ADVERTISEMENTS AND  
TESTIMONIALS IN FOR-  
EIGN COUNTRIES.

In a report to the Bureau of Commerce and Labor, Consul-General Howe of Antwerp, has the following to say regarding means for extending the foreign trade of the United States: "The co-operation by American manufacturers in establishing a joint warehouse at the large trade centers, where samples of their goods may be seen and handled under the charge of a manager

familiar with the business customs and language of the country, would, in my opinion, eventually open up a market for American products. Each year's experience abroad strengthens my opinion of this method of extending our trade relations with foreign countries. Elaborate advertising is, in my opinion, of little use in foreign countries when the products themselves are not available, and testimonials are useless unless emanating from the local trade."

BURLINGTON POST, MONDAY, DECEMBER 11, 1906

# Fitzgerald Facts

## Let Us Reason Together



*I stand pledged to the Democratic Party and the people of Boston on this, my platform. To it I will be true. On this, the eve of your, the People's, victory which even the Republican Press now admits is assured, I thank you one and all for your loyal support.*

**JOHN F. FITZGERALD**

## FITZGERALD MAKES GOOD

[illegible]

# MY ELECTION WILL MEAN

**Lower Taxes**  
**Boston for Bostonians**  
**Better and Cleaner Streets**  
**The Escape of Boston from the**  
**Booses' Yoke**  
**The Control of the People by Private**  
**and Corporate Interests Will Cease**  
**Incompetence will be Stamped Out**  
**Graft will be Exposed**  
**The Interests of the Wage-earner**  
**will be Protected**  
**I will Enter Office Unhindered by**  
**any Strings, Trades or Pledges**

## A Fair and Square Deal For Everybody

## THAT'S FITZGERALD

**THAT'S FROTHINGHAM**

A FULL PAGE POLITICAL AD FROM THE BOSTON "POST" FOR DECEMBER 11, 1905.

## QUERY OVER JEWELRY JOURNAL.

Several jewelry manufacturers not in the so-called "trust" have complained to the Postoffice Department that the *Keystone*, the monthly jewelry journal published in Philadelphia, will not publish advertisements of firms except those in the "trust," and that it is therefore a "house organ." The complainants are the W. J. Johnson Company, Pittsburg, the Dueber-Hampden Watch Company, Canton, Ohio, and other watch firms.

THE advertiser who, a dozen years ago, ran a business card in the trade journals representing his field, simply to keep his name before the public and to support the recognized organs of his trade, has learned to regard advertising as a real business force, and now expects it to pay directly or indirectly. At the same time, if left to his own devices, he is prone to advertise in a half-hearted, slipshod manner, running the same copy week after week and month after month, and still expect returns in proportion to the expenditure.

## ADVERTISING THE PRESCRIPTION DEPARTMENT.

The following is the text of a circular issued by Bernhardt Handt, a druggist located in the upper part of Manhattan Island: "You cannot raise birds by planting bird seed. And you cannot get well when sick, unless the prescription your doctor prescribes contains the best and purest drugs obtainable. These are the only kind I use in my prescription department. Low price cuts no figure with me when I buy my drugs, but chemicals of known purity and standard quality and strength are what I select. At the same time I regulate my prices to the lowest in Harlem, and some of my customers walk many blocks to my store to get the best and save money."

## DIRECT AND COMPREHENSIVE.

SPECIAL CORRESPONDENCE BUREAU,  
1417 G Street, N. W.  
WASHINGTON, D. C., Dec 18, 1905.

### Editor of PRINTERS' INK:

In my newspaper career of over thirty years I have met no publication so directly and comprehensively suitable for newspaper men generally, whether in the editorial or the business department, as Rowell's American Newspaper Directory. I have no hesitation in placing it *facile princeps*.

Very truly yours,

ROBERT M. MCWADE.

## THE GREATEST SOURCE OF PROTECTION.

NORFOLK, Va., Dec. 15, 1905.

### Editor of PRINTERS' INK:

Enclosed you will find three dollars (\$3) to cover the cost of one of Mr. Rowell's books and a coupon for a year's subscription to PRINTERS' INK.

Six years ago I took charge of the *Dispatch*, coming to this city after an apprenticeship served in the news end of newspapers, and as ignorant of the science of advertising as is the average man trained exclusively in that department.

During the years that have followed, PRINTERS' INK has been my text book, and I feel that I can consistently say that Mr. Rowell and Mr. Rowell's pupils have had more to do with the methods that we have followed and with the success that has followed these methods than any one man, or than all of the other advertising men and advertising literature which have had influence upon them.

During the first years that we reported our circulation to PRINTERS' INK and to Rowell's American Newspaper Directory it made a very poor showing compared with our morning contemporaries. Year after year it went to you for just what it was, and year after year, as it has grown, the advertising from the foreign field has come to us.

I look upon the stand which your publication takes for a square deal, upon its insistence upon business methods in advertising, as being the greatest source of protection that legitimate newspapers have to-day against consciousness and unfair circulation claims.

I hope to see that day come when you can combine the advertisers of the country into some association that will make real circulation investigations. This will be of benefit to newspapers of circulation both locally and in the general advertising field. It will immensely help advertisers and will do good all 'round.

Advertising is more than a business, and is more than a trade. It is a profession and should have professional standards. No one has done as much to elevate it as has Mr. Rowell, and no agencies have maintained it on the high plane, in my opinion, that PRINTERS' INK and Rowell's American Newspaper Directory have.

Very truly yours,

JAMES M. THOMSON,  
Publisher Norfolk Dispatch.

THE Kansas City *Star*, winner of the sugar bowl offered by PRINTERS' INK for the paper west of Chicago giving the advertiser the best service in proportion to the price charged, announces that its present circulation exceeds 130,000 daily. This is a gain of 4,000 over the figures for 1904.

### Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

### WANTS.

SERIOUS men who desire to own good newspapers, to send for my "special short list." C. F. DAVID, 148 Townsend St., Boston.

WANTED—Active, ambitious and capable advertising solicitor to join in purchase of a trade journal. Box 1308, Boston, Mass.

WEEKLY within 150 miles of N. Y. City for a large grain business and grain mill. A good trade is open. C. F. DAVID, Boston.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

COMPETENT man wanted in newspaper office to draw railroad maps and stock charts. Write full particulars. Address STOCKCHART, office of Printers' Ink, New York City.

I WISH to buy for a responsible client a monthly trade or class publication. Give full particulars and lowest cash price in first letter. Address 681 E., care Printers' Ink.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 308 Main St., Springfield, Mass.

WINDOW dresser who can write show cards, do general decorating and act as salesman in rush hours. State experience in full. HARGOODS, Suite 611, 509 Broadway, N. Y.

CONCERNING TYPE—A Cyclopedia of Every-day Information for the Non-Printer Advertising Man; get "type-wise"; 64 pp., 50c. postpaid—ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—Good descriptive writer and business getter, to travel for Idaho magazine and gather data for history. Interest in on easy terms. MAGAZINE AND HISTORY PUB. CO., Ltd., Boise, Idaho.

LONG-EXPERIENCED editor, business manager—sober, industrious, practical in details—wants change. Two years in present place; daily in 100,000 city. NEWSPAPERMAN, 906 Madison street, Topeka, Kansas.

ADVERTISING MANAGER would be glad to have the address and terms of an Al man capable of handling the advertising pages of a first-class and old-established periodical with a circulation of 300,000. Address "A. A. A.," care of Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

WANTED: ADVERTISING REPRESENTATIVE—An old and high class weekly paper, devoted to horses, has a permanent and profitable position for an advertising man and traveling correspondent of superior ability. Please give all necessary particulars in first letter, stating whether salary, or salary and commission is desired, and compensation expected. Address "E. E. E.," Printers' Ink.

## AN ADVERTISING MANAGER

who has engineered the publicity of such firms as Marshall Field & Co., the National Cash Register Co., the National Lead Co. and others, is open to propositions. Will consider offers for part time from houses of good standing.

Address "F. A. B.,"

41 Locust Ave., New Rochelle, N. Y.

ADVERTISING MANAGER of largest manufacturing concern of its kind in the world is open to proposition from any extensive advertiser desiring high-grade man. Twenty years' general advertising experience; can meet any requirements in planning and successfully executing large publicity and selling campaigns. Address "PUBLICITY," care of Printers' Ink, 10 Spruce Street, New York.

ADWRITERS AND SOLICITORS—You can make \$100 to \$500 a month with a little easy work, a few hours a day, by a new and original plan I have worked out and proved to be a sure winner. It's a square business proposition to business men right in your own town. Write for information—it's money for you.

E. S. EVERETT,  
4 Childs Block,  
Binghamton, N. Y.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 1467 Temple Court, New York.

MAIL-ORDER Paper wants young, ambitious man who has had experience in the mail-order publishing business; a man who knows how to get circulation, knows the kind of matter that will suit rural readers. In short, a man who can take hold of a mail-order paper whose present circulation is over 100,000, and make a bigger success of it. Such a man will be expected to start on a moderate salary until he proves his worth, then he can have either an interest in the business or a good, liberal percentage of the paper's earnings. "M. R. O.," P. O. Box 606, Madison Square, New York.

## CLASS PUBLICATIONS.

**20,000 Buyers**

of (\$1,025,000,000 annually)  
Hardware, Housefurnishing  
Goods, etc.

Read every issue of the  
**Hardware Dealers'**  
Magazine.

Write for rates. Specimen  
Copy mailed on request.

258 Broadway, N. Y.

## ZINC ETCHINGS.

**DEEP LINE CUTS** at six cents per square inch  
STANDARD, 61 Ann St., New York.

## TIN BOXES.

**I**f you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Irvy's, Vaseline, Banitol, Dr. Charles Fleisch Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STROPPER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of **TIN BOXES** outside the trust.

## ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

## ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

**AUTO-ADDRESSER**—An office machine that saves 50 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

## PUBLISHING BUSINESS OPPORTUNITIES.

**SMALL Trade Paper.**  
Gross business, \$12,000.  
2,500 paid subscribers.  
\$3,000 accounts receivable.  
Price, \$3,500. Terms to responsible buyer.  
Good opportunity for solicitor to start publishing.

Other properties \$1,000 to \$1,000,000.

EMERSON F. HARRIS,  
Broker in Publishing Property,  
258 Broadway, New York.

## HALF-TONES.

**GOOD** half-tone for either the newspaper or job department. STANDARD, 61 Ann Street, New York.

**PERFECT** copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

## NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60.  
Delivered when cash accompanies the order.  
Send for samples.  
**KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

**HALF-TONE** or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 615, Philadelphia, Pa.

## COIN CARDS.

**\$3 PER 1,000.** Less for more any printing.  
**THE COIN WRAPPER CO.**, Detroit, Mich.

## ADVERTISEMENT CONSTRUCTORS.

**O. O. BUCK**, Treynor, Iowa, specialist in jewelry and optical advertising. Booklets, circular letters, newspaper copy, etc.

## 10 ADS FOR \$2.

Think of it—12 good business-getting ads; enough for a month. Send me \$2 and tell me your line. **CHESSUM**, Brantford, Canada.

## TO THE PROGRESSIVE

**I**f you believe in really vital advertising matter samples of my work would doubtless interest you—at any rate it would cost you nothing and commit you to nothing should you ask that they be sent you. Of course as new clients are the constant result of such opportunities to show my unusualness in advertising matters I'm constantly looking for them. I make circulars, folders, price-lists, catalogues, trade primers, circular letters, announcements, mailing cards, booklets, notices, newspaper, periodical and trade journal advertisements, etc., etc.—all of these with "peculiarities" of their own.

No. 43. FRANCIS I. MAULE, 402 Sansom St., Phila.

## FOR SALE.

**COUNTY-SEAT** Weekly Newspaper. Fine climate and business. BOX "Y," Mountain View, California.

**PACIFIC NORTHWEST**, Weekly Newspaper. \$250; money maker; bright future. B. C. NICHOLS, Mountain View, California.

**\$5,000 SECURES** control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D," Frickers' Ink.

**FOR SALE**—A prosperous country news and job office, lot and building included, in Indiana town, for \$350 cash. Cause for selling; failing health. "B. W.," care of Printers' Ink.

**ABOUT 2,000 NEWSPAPER** files in good condition for sale cheap. "X," Box 426, care of Printers' Ink.

**FOR SALE**—One new Miehle flat-bed press 30x53 inches, purchased in the spring. Four roller, new movement and as good as a new press in every way. Address or call THE NEW VOICE COMPANY, 130 E. 56th St., Chicago.

## PATENTS.

**SHEPHERD & PARKER**,  
Solicitors of Patents and Trade Marks,  
508 Dietz Bldg., Washington, D. C.  
Highest references from prominent manufacturers. Hand book for inventors sent upon request.

## PATENTS THAT PROTECT.

Our 8 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Estab. 1869.

## MAIL ORDER.

**DE HUISVRIEND**; mail-order journal; through 8 States; 7c. a page line. Grand Rapids, Mich.

## IMITATION TYPEWRITTEN LETTERS.

**IMITATION** Typewritten Letters, "Small Quantities at Small Prices," 100, 65c.; 200, 95c.; 300, \$1.25; 500, \$1.95, prepaid. Write for booklet and specimens. **HOPKINS CO.**, 1 E. 42d St., N. Y.

## DESIGNERS AND ILLUSTRATORS.

**DESIGNING**, illustrating, engraving, illuminating, etching, lithographing, art printing. **THE KINSLEY STUDIO**, 245 E-way, N. Y.

## POSTAGE STAMPS.

**UNUSED U.S.** or Can.; ship c.o.d. **R. E. ORSER**, broker, R. 6, 94 Dearborn St., Chicago, Ill.

DUPLICATING DEVICES.

**D**UPLICATORS—The "Modern" Duplicator costs \$2.75 to \$6.75, according to size. The NEW (Clay Process) method of Duplicating—or Printing Letters, Price Lists, Circulars, Quotations, etc. 100 perfect copies from each writing (pen or typewriting). Write for descriptive booklet. DUKINS, REEVES & CO., Pittsburg, Pa.

TRADE JOURNALS.

**"REAL ESTATE."** Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

MAILING MACHINES.

**THE DICK MATCHLESS MAILER.** Lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 173 Vermont St., Buffalo, N. Y.

ADWRITING.

**It is not the question of cost when buying The Adwriter's Rule. You buy a rule that is useful**

It is buying an advertising ruler that covers in detail the entire production of an advertisement—from the layout to the proof reading. You get information that you are constantly using, such as type measures, type information, etc. This is all on a metal rule, punched for hanging. All together it is the most complete advertising rule made.

By mail 50 cents. Send for folder.

**L. ROMMEL, JR.,**  
61d Merchant St., Newark, N. J.

BUSINESS CHANCES.

**NEWSPAPER** owners willing to sell at a fair price are invited to communicate with either of my offices. I am equipped to intelligently and effectively negotiate sale of any United States newspaper property.

Those looking for the more desirable employees, who will guarantee continued and aggressive service by purchase of an interest, may avail themselves of my facilities for location and selection.

Individuals contemplating investment in a newspaper property of any description should consider the values offered through me before purchasing. All communications considered confidential. C. M. PALMER, Newspaper Broker, 377 Broadway, New York; 115 Dearborn St., Chicago.

PRINTING.

**SAVE MONEY  
on YOUR PRINTING**

We do linotype composition, book, job and periodical printing (for those who are financially responsible) at prices materially lower than New York printers charge. Satisfactory work. Prompt service. Only 45 minutes from New York. Drop us a card to call. **PERTH AMBOY EVENING NEWS CO.,** Perth Amboy, N. J. L. D. Tel. 98.

DISTRIBUTING.

**D**ISTRIBUTING through the agency of the Bernard Advertising Service in Ala., Ga., Miss., N. C. and S. C., was tested five years ago by a trial order for distribution by the Fernu Drug Mfg. Co.; now their books are distributed four times annually throughout the Southeast by the Bernard Agency. You can learn the particulars from CHAS. BERNARD, 1516 Tribune Building, Chicago.

PRINTERS.

**PRINTERS.** Write R. CARLETON, Omaha, Neb., for copyright lodge out catalogue.

**W**E print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR PTG. CO.,** 514 Main St., Cincinnati, O.

PAPER.

**B**ASSETT & SUTPHIN,  
45 Beekman St., New York City.  
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

ADVERTISING MEDIA.

**THE BILLBOARD,** America's Leading Theatrical Weekly. 12th year. Cincinnati, O.

**THE EVANGEL.** Scranton, Pa.  
Thirteenth year; 20c. a page line.

**A**NY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**THE TROY (Ohio) RECORD** is a daily of the Montreal Star class published in a 6,000 town. Circulation covers city and Central Miami County thoroughly. Send for rate card.

THE "ADVERTISERS' GUIDE."

Mr. Stanley Day, New Market, N. J.:  
DEAR SIR—Yours of Oct. 30 returning overpaid subscription to *Advertisers' Guide* received. I herewith return the same, with best wishes for your future and regrets at the loss of the best and spiciest little paper that came to us. We consider it very unfair to deprive the *Advertisers' Guide* of privileges enjoyed by many inferior sheets.  
Yours very truly,  
J. M. HARVEY.

CARD INDEX SUPPLIES.

**THE CARD INDEX QUESTION** will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY,** Rittenhouse Bldg., Phila.

SUPPLIES.

**NOTE HEADINGS** of Bond Paper, 5½x8½ inches, with envelopes (sold p. 100 for 60c.; 500 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples **MERIT PRESS,** Bethlehem, Pa.

**W. D. WILSON PRINTING INK CO., Limited,** of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.  
**F**REE samples of Bernard's Cold Water Paste will be sent to any publisher, paperhanger, photographer, cigar maker or manufacturer who uses paste for any purpose and will test its merits. **BERNARD'S AGENCY,** Tribune Building, Chicago.

ADDRESSING MACHINES.

**A**DRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.,** 29 Murray St., New York, 1310 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

PREMIUMS

**R**ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 34th issue now ready: free. **S. F. MYERS CO.,** 47w. and 49 Maiden Lane, N. Y.

ELECTROTYPERS.

**W**E make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CHAWFORD & CALDER** 45 Rose St., New York.

## ADDRESSES FOR SALE.

**LIVE** Names. Fresh. Result-bringers. HEIBERG. South Omaha, Neb.

**L**IST of Names—Every nurse, doctor, dentist and druggist in California—over 3,000. Send \$2.50 for complete, live list. MYSELL-ROLLINS CO., 22 Clay St., San Francisco.

## CARDS.

**P**OST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. C. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

## ADVERTISING AGENCIES.

**D. A. O'GORMAN AGENCY**, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

**GOLDEN GATE ADVERTISING CO.**, 3400-3402 Sixteenth St., San Francisco, Cal.

**H. W. KASTOR & SONS ADVERTISING COM-PANY**, Laclede Building, St. Louis, Mo.

**CURTIS-NEWHALL CO.** Established 1865. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

**THE H. L. IRELAND ADVERTISING AGENCY**. Write for particulars of the Ireland Service. 225 Chestnut Street, Philadelphia.

**ALBERT FRANK & CO.**, 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

**BARNHART AND SWASEY**, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

**CANADIAN** advertising promises results which invite most careful investigation. Write us for best list of papers to cover the whole field efficiently. **THE DESBARATS ADVERTISING AGENCY, Ltd.**, Montreal.

## DIRECTORY OF NOVELTY MANUFACTURERS.

**AGENTS** wanted to sell ad novelties, 25¢ com. 5 samples, 10¢ J. C. KENTON, Owego, N. Y.

**CRYSTAL Paper Weights** with your advertisement, \$15 per 100. Catalog adv. novelties free. **ST. LOUIS BUTTON CO.**, St. Louis, Mo.

**CALENDAR & THERMOMETER COMBINED**—Printed in colors; a cheap and effective adv. \$6 per 100; sample, 10¢ stamps. **LALIG & RIKER**, 222 Richardson St., Brooklyn.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITKHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.



Greatest Advertising Novelty on the market. Better than circulars. Padlock and puzzle combined.

**KANGAROO LOCK**

We'll stamp your advertisement or any design on the front. Give them away to your customers, offer them with certain goods, or sell them at a big profit. Write at once for prices in quantity. Address **GENERAL SPECIALTY CO.**, Arcade Building, Philadelphia.

## COIN MAILER.

**1,000** for \$3. 10,000, \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

## YOU ARE WANTED

An advertising man who can create forceful booklets will find an exceptional opportunity to identify himself with and become part owner in a well-known advertising concern. Prefer man who can buy into the company and become equally interested with other partners. Company now earning 15 per cent on capital invested. The best man in this country is none too good for us. If you are the man, address

"ADVERTISER 1906,"

Care Printers' Ink.

## MERCHANTS AND MANUFACTURERS

Why not double your business? You can—if you get the right kind of man to run your advertising.

One of the best advertising writers in the country is open for engagement after January 1st.

He's one of the new men—no rust on his methods—a business magnet. His copy's the strong, attractive, convincing kind that brings results.

He's not a cheap man. You'll have to pay a good salary to get him. But it will PAY you to have him.

If your advertising isn't pulling all the trade you think it should, write and get in touch with him.

**BUSINESS, c/o Printers' Ink**  
10 Spruce Street, New York.

If you wish to write to any  
**Actor, Actress, Musician, Performer or Showman**  
of whose whereabouts you are unaware, address your letter in care of

**The Billboard Cincinnati**

America's  
Leading  
Theatrical  
Weekly

and it will be promptly forwarded to the person addressed, even though he be at the "utmost ends of the earth."

## CLUBBING TOGETHER.

OFFICE OF THE PAONIA NEWSPAPER,  
Paonia, Colo., Nov. 13th, 1905.

*Printers Ink Jonson, New York, N. Y.:*

DEAR SIR—

Some time since we ordered some ink of you and have to report that it has proven very satisfactory. I ordered a barrel of news and some book and job inks, and all have been thoroughly tested. Some of my news has been sold by me to my patrons, and they too have spoken highly of the same. Enclosed I hand you a new order, and sincerely hope this will too be up to grade. This is a combined order from three shops and will, I think if all comes right, give you the ink business of this locality.

Yours truly,

C. T. RAWALT, Pub'r.

The scheme of Mr. Rawalt's is a good one, and if the printers of each town clubbed together and made up a good-sized order and forwarded same to me along with the cash, they would save quite a snug sum on transportation charges, as well as securing a reduction in prices for ordering quantities. Whenever my goods are not found up to the highest standard of quality, I stand ready to refund the money. Send for my new sample book.

ADDRESS:

**PRINTERS INK JONSON,**

**17 SPRUCE STREET,**

**NEW YORK.**

### UTAH.

## The SALT LAKE HERALD.

Practically every home advertiser uses the HERALD. No foreign advertiser, familiar with the conditions in Salt Lake City, would think of trying to cover Salt Lake City, and Utah, without the HERALD.

### WASHINGTON.

## The SEATTLE POST-INTELLIGENCER.

In Seattle, and for two hundred miles about, everybody reads the POST-INTELLIGENCER; nine-tenths of its readers see no other paper. The only morning paper in Seattle. Its subscription price is \$10 per year.

### MONTANA.

## The ANACONDA STANDARD.

Covers BUTTE, ANACONDA, MISSOULA, GREAT FALLS, BOZEMAN, LIVINGSTON, and the smaller towns throughout the entire State, more completely than all the rest of the papers published in Montana put together.

WM. J. MORTON, Special Representative,  
87 Washington Street, Chicago. 150 Nassau Street, New York.



# The Country Home And Its Wants.

Many lines of goods that formerly met with a comparatively limited sale, except in cities and towns, are now sold in enormous quantities to out-of-town residents; a fact that has two substantial reasons to rest upon.

In the first place the rural population throughout the great agricultural regions of the West and South, have paid off mortgages by the ream during the past ten years and now have money ahead. Bank deposits prove this beyond all question. In the second place, country homes are being established by hundreds of thousands of business men, who love the soil and desire to surround themselves with modern comforts and luxuries "far from the maddening crowd."

In the Middle West there is rather a peculiar movement of this kind going on. The farmer who after a quarter of a century's struggle with nature, and fluctuating markets, has at last acquired a competence, is in many cases selling "the old place" to some local banker or lawyer or other business man who wishes to get "back to the country" and spend some of the money accumulated by years of professional or commercial work; or the farm is descending by inheritance to the younger generation, educated up to twentieth-century standards of living, and anxious to "modernize" the farm in every particular. Road improvement, interurban trolleys, telephones, free post-office delivery, etc., are all causes accelerating the rapid changes coming over the character of America's out-of-town residents. This widespread awakening in the rural districts means of course the expenditure of millions for new construction, new machinery, and for a thousand forms of merchandise that formerly found its way but sparingly into country homes.

Nowhere does this condition find more complete demonstration than in the pages of the higher-grade of contemporary agricultural newspapers. Comparison with the farm papers of even ten years ago reveals an amazing advance in quality as well as in circulation and influence. They have a clientage to-day that represents a buying power which no up-to-date manufacturer or jobber cares to ignore.

# Measured By Every Standard of Advertising Value

the following eight papers are *known* to be absolutely *the best* mediums through which to reach the most progressive and well-to-do farmers and their families living in the richest section of the Union.

## THEY PRODUCE CASH RESULTS

not only in direct sales, but by creating a demand on the dealers living in towns of 10,000 inhabitants or less. *Over* sixty per cent of the entire 80,000,000 people living in the United States reside in these small towns. The magazines do not reach them. *We do.* If your trade is slack with the small dealer use these papers for a year and you will be surprised at the increase in your sales.

- \* WALLACE'S FARMER, Des Moines, Ia.
- \* FARMER, St. Paul, Minn.
- \* DAKOTA FARMER, Aberdeen, S. D.
- OHIO FARMER, Cleveland, Ohio.
- MICHIGAN FARMER, Detroit, Mich.
- WIS. AGRICULTURIST, Racine, Wis.
- \* HOARD'S DAIRYMAN, Fort Atkinson, Wis.
- \* BREEDERS' GAZETTE, Chicago, Ill.

May we talk it over with you?

WALLACE C. RICHARDSON,  
Eastern Advertising Manager,  
725 Temple Court, New York City.

Telephone 5561 Cortlandt.

\* Represented in Chicago by GEO. W. HERBERT, 715 First National Bank Building.

# ***Of Interest to the Right Publication Seeking More Business***

A man in the advertising world is best known by the work he has accomplished. Therefore, the record of the man making this offer is of most importance at this time.

Eighteen years of continued success in creating new business; in holding old business; in increasing ordinary business.

A wide and influential acquaintance among the leading advertisers of the West.

A close, personal touch with all the business-controlling agents.

An ability, demonstrated by orders now in hand, to close the largest contracts without being too big to value the smaller ones.

Indorsements of the highest character in qualification of each of these claims.

To the right publication seeking an increasing business in the West, this man offers his services on commission basis.

All correspondence strictly confidential. Address X Y Z, care of N. W. Ayer & Son, P. O. Box 1592, Philadelphia.

**IF YOU WERE ON TRIAL FOR YOUR LIFE  
YOU WOULDN'T ATTEMPT TO DEFEND  
YOURSELF. YOU'D HIRE A LAWYER.**

---

¶ Your advertising is practically your business life. The buying public is your court and jury.

¶ You ought to have the benefit of long experience and expert knowledge in your advertising.

¶ Badly written copy will prejudice your case. Poorly made arguments won't sell goods.

¶ Ugly printed matter will misrepresent the character of your business. And unwise plans never yet brought in anything but the wisdom of sad experience.

¶ We have the knowledge, experience and results of observation that will make us valuable to you as advertising counsel and advisers.

¶ We will revise your advertising, booklet and circular copy, suggest ideas for designs, make lay-outs for new, or rearrange your old printed matter, advise you as to plans and appropriations, and be practically an advertisement department for your business.

¶ The charge is Twenty-five Dollars for one advisory service, or One Hundred Dollars a year—as often as you please.

¶ We will make the service to you well worth the price.

---

## **THE ETHRIDGE COMPANY**

**Hartford Building      41 Union Square  
NEW YORK**

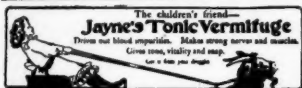
**Designs and Illustrations      Advertising Plans and Copy  
Booklet, Color and Poster Printing**



no pen at all or a number of pens of various styles which, by reason of limited space, are not very impressive. Of course in a full page advertisement a number of pens can be shown to good advantage, but in the case of a half page, which was the space occupied by the Holland advertisement, this seems to be a sensible and useful way to handle the space.

\* \* \*

Here is a Jayne's Tonic Vermifuge advertisement which occupies a space measuring  $6\frac{1}{2} \times 1\frac{3}{4}$ . It is shown here as an example of the careful and judicious use of space. The average commercial artist, given the same space and



idea, would have introduced a whole flock of goats and children, or at least, the entire goat and girl. Showing the goat's head and the girl in the attitude in which she appears saves a whole lot of space and at the same time conveys the desired idea of "Strong nerves and muscles" in splendid shape. This advertisement, while very simple, is one which deserves almost unqualified commendation.

\* \* \*

As the number of magazines that will accept whiskey advertising grows steadily less the amount of that class of publicity carried by those that will accept it correspondingly increases, until the situation has reached a point where a little journey through the back pages of some of the magazines is quite an exhilarating trip—one which should not be attempted by those not addicted to the use of intoxicants. Among the many appearing in the December magazines this Glenfest advertisement seems to be one of the best. It is a neat, well-balanced design, making good use of the space without overcrowding; the old gentleman in the tumbler seems to be enjoying him-

self and to be a person whose judgment on the subject is to be respected. This advertisement



## Glenfest PURE RYE Whiskey

\$4 a gal. whiskey for \$3  
—just to tempt you

† A fine, rye whiskey, 10 years old and absolutely pure.

† Sold direct to the consumer at the wholesale price—\$3 a gallon in one gallon demijohns, or \$3.10 for four full quart bottles.

† All delivery charges prepaid, and a beautiful cut glass goblet free with each order.

† Orders from Rocky Mountains or Pacific Coast States must be on the basis of 4 qts. for \$4 or 5 gallons for \$13.

† Absolute purity and satisfaction guaranteed or money refunded.

Donoghue Importing Co.,  
230 Main St., Rochester, N. Y.

might be improved by giving a little less space to the jug and a little more to the text.

THE Boston Store advertises buffets, sideboards, china closets, etc., "that you'll certainly be tempted to buy if only you visit this department and see it with your own eyes." That reminds us of the Irishman who said: "Was it with his mouth he bit ye?"—Rhode Island Advertiser.

## BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., 10 Spruce St., New York.

A good many of you who wind up your business year with the calendar year will soon be taking your annual inventory to find out just where you are at. Some of you will know, when you get through, just where you stand, and some of you will think you know but won't. Some of you are going to count or measure a lot of the same old goods you counted or measured a year ago, maybe two or three years ago, and put them down at the same old costs, when in some cases you probably couldn't retail them at the wholesale prices you paid. Some of you will put in your fixtures at what they cost you ten years ago, when, if you were to sell out, you probably couldn't get one-tenth of that amount for them. Some of you will leave out your unexpired insurance and items of that character which are just as much an asset as money in the drawer. An inventory that doesn't show what you've got in merchandise, money and other assets on the last day of your business year is no inventory, and the time employed in making it is wasted. There is no use in deceiving yourself. The purpose is to find out what you have and what it is worth, so that you can find out how much money you have made or lost since your last inventory. The merchandise on your shelves today is worth only what you would have to pay for such goods today in the market—even less than that if it is shopworn—and you want to put down the figures representing its actual value, as near as you can get at them. You can swell your profits and your assets on paper by refusing to charge off for deterioration or a fall in wholesale prices; but if you're going to do that, you'd

better not take inventory at all—you can guess it out just as well.

Of course your goods are all marked with the cost, in your own private mark, so that any clerk who knows enough to write can quickly put down the quantity and the cost, without any knowledge as to the meaning of the characters which can be converted into figures expressing dollars and cents, computed and extended by somebody in the office as each section or department is completed. There is no occasion for salesmen to do this work, with their lack of experience and consequent greater liability to make errors; nor is it necessary or always desirable that they should know costs or the gross value of the stock in any one or all departments. Salesmen often become competitors through exaggerated ideas of profits when they see that the gross profits are large but fail to see that correspondingly large selling costs make the net very small. Such competition is not likely to be lasting but may easily be uncomfortably severe while it does last. But, getting back to inventory, don't let it interfere with the prompt and proper service of customers; and, if it happens that you put down your costs in dollars and cents as you go along, don't leave your inventory book spread out on the counter for the information of the curious. Do as much of the work as possible while your doors are closed, and get it done as quickly as you can to avoid the errors that are pretty sure to occur in counting, adding, subtracting, etc., if the actual work begins much before the last day of the year, extends much beyond it, and is interrupted to serve customers. The totals of the various departments, if your stocks are so divided, should be



valuable for comparison with each other in value of goods, and many form a basis for calculation as to which departments are most profitable in proportion to the investment, though no exact figures on that point can be reached in this way, as stock on hand at inventory time might not represent the average amount carried through the year. Of course, the only way to determine the actual profits for the year in any individual department, is to keep a separate account with that department, debiting stock on hand at beginning of year, fixtures, purchases of stock and fixtures, clerk hire, and a proper proportion of delivery, light, heat, rent and other service common to all departments; then credit cash and credit sales, stock on hand at end of year and all income from that department in whatever form it may appear. That's the only way to determine accurately whether you're losing or making, and how much, in any one department. And it is a comparatively easy matter—almost wholly a matter of rulings in cash and credit sales books, and in the journal where purchases are credited to the house from which they are made and at the same time debited in different columns to the departments to which they should be charged. In your inventory, don't allow any guessing as to quantities if you can avoid it. Counting great numbers of small things should not be necessary now that packages of uniform quantity are so common, but a certain amount of weighing and measuring must be done and it is important, particularly in a large stock, that it be done accurately. I shall never forget an inventory of the plumbing and tinning department of a large hardware and housefurnishing store with which I was connected, just because a fellow who worked in that department, Dibble by name but "Dib" for short, probably because he was short, growing tired of weighing sheet metal on the scales, weighed a roll with his eye and called out to the foreman "Sixty pounds," then "No, put her down fifty-nine

and a quarter and they'll think we weighed it."

\* \* \*

After the inventory is figured up, you ought to know how much you made in 1905 and how it compares with previous years. You ought to know just which of your stocks are paying best, and that will show you which ones need to be dropped or braced up. If some are to be braced up, the bracing process ought to begin right away—different and better goods, perhaps; maybe a cheaper line; special advertising and special attention of various sorts. If some are to be dropped—not on this year's showing alone, but because comparisons for several years show unsatisfactory results in spite of efforts to make them better—what are you going to put in their places? Let it be something that goes naturally with your other lines, so they will help sell each other. Let it be something, if possible, that people will want at more or less regular and frequent intervals, and let it be of the sort that will bring them to you every time a thing of its kind is wanted; for the whole problem of retail merchandising is pretty largely one of getting people into the store and then getting them to come again and again. Don't let it get away from you for a minute that the quickest, cheapest and altogether the best way to get them in is via good advertising—and, for the retail merchant, that almost invariably means newspaper advertising, with or without special offers. And remember that the only way to keep them coming is with goods and prices and treatment that are right. That has been said in 999 different ways, and proven several millions of times, but there are still many merchants who neither understand nor appreciate its truth.

\* \* \*

The Tucker *Democrat*, of Parsons, Tucker Co., W. Va., shows commendable enterprise in offering prizes to local merchants for the best dressed windows under

conditions set forth in its issue of Dec. 7, as follows:

### WINDOW DISPLAY CONTEST. The Tucker "Democrat" Offers Prizes for the Three Best Holiday Windows in Parsons.

#### READ THE RULES.

There was sharp competition in Parsons last year between several merchants in the matter of window dressing for the holidays and several beautiful and artistic displays were made.

This season Tucker *Democrat* will give prizes for the three best display windows, as follows:

- 1st prize: \$5 in Advertising
- 2d prize: 100 Calendars (\$3.00)
- 3rd prize: Stationery (\$2.00)

Total, \$10.00.

The judges will be three prominent Parsons officials and citizens, whose names will be announced in the issue of the *Democrat* for December 23, together with the names of the prize winners.

The judges will make their decisions quietly and unknown to any of the merchants, during the week of Dec. 19-26. One judge will not know who his other two associates are, and each judge will reduce his decision to writing, and seal and deliver or mail same to reach the *Democrat* office Wednesday, Dec. 27.

A fourth party—also an official, or prominent citizen—will open the letters and give the editor the majority choice of the judges as winners of the three prizes. A mention will also be made in this paper of other creditable holiday display windows which do not receive prizes.

Photos will be taken of windows receiving first and second prizes and cuts will be published during January.

Prize winners must have been advertisers in the *Democrat* at some time during October, November or December, 1905.

The editor will have no hand in the decisions or awards further than stated above. Each judge is to be given a list of *Democrat* advertisers up to December 19—the date their "tour of inspection" commences, and the four judges will have full charge.

"Get busy,"—fix up a nice show window and win a prize for your efforts.

This is a good idea for any time of the year and any locality, but it seems to me the benefits to the paper would be greater if the offer were not limited to advertisers, though of course the conditions of the offer might lead some non-advertiser to make an attractive window and advertise for holiday business with such success as to lead to his advertising continuously. The scheme is well calculated to benefit every merchant who takes any pains at all with his windows by awakening unusual public interest in all window displays, and the rivalry it creates should lead to unusual efforts on the part of those whose duty it is to arrange

the displays, entirely aside from the prizes and in order to prevent comparisons unfavorable to their various stores and window dressing.

\* \* \*

Here is another piano ad, similar in purpose I believe, but not so well calculated to produce the desired results, as the piano auction ad of the E. E. Forbes Piano Co., of Montgomery, Ala., reproduced in this department, issue of Dec. 13. This ad will produce a long list of names, but a very large proportion of them will not be possible customers for a piano, whereas the Forbes ad would bring not only the names of people who are really intended, but would also disclose the amount they are willing to pay, whether they have a second-hand instrument to exchange and what it is valued at. On the other hand, this ad may be intended only to draw out the names of those who actually want pianos, as shown by their compiling lists, and placing in their hands credit checks which will be reasonably sure to bring them to Mr. Werlein when the purchase is made. Of course, when Mr. Werlein finds out who are interested, he will do some missionary work and add the influence of personal argument to that of the credit checks. It is a good scheme, and was described as follows in the New Orleans, La., *Daily States*:

### WRITE QUICK FOR PRIZE LIST

A \$400 Werlein piano given away—to the person sending us the largest list of names of heads of families who do not own a piano.

One hundred and seventy-five other prizes, aggregating \$7,500, given away to next successful contestants.

- 25 Prizes of \$100 Each
- 50 Prizes of 50 Each
- 100 Prizes of 25 Each

in the shape of letters of credit, which may be applied as part payment upon any piano purchased in our house.

Call or write at once for full particulars. A few hours' work may win for you one of these generous prizes.

PHILIP WERLEIN, Limited,  
614-616 Canal Street,  
New Orleans, La.

Or the five continents Africa is said to possess the fewest newspapers, only about 200 publications being issued in the whole of the dark continent. Of these 30 are published in Egypt and the balance in European colonies.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The ad reproduced below is an excellent expression of the idea suggested by the Business Management department in PRINTERS' INK of Dec. 13th. There is certainly a great deal of buying done immediately after Christmas, on the part of those who were unexpectedly remembered on that day, as well as by those who because of insufficient funds are obliged to make New Year's day their gift-making occasion; and the dealer who suggests New Year presents in his ads, promptly and persuasively, ought to do some worth-while business in the week between the holidays. I have kept this ad, which appeared in the Danbury (Conn.) *Evening News* a year ago, because the wording seemed particularly happy and well suited to the occasion:

### "ONE GOOD GIFT DESERVES ANOTHER."

"Which the same" might have been said by Poor Richard, but wasn't.

Maybe you received an unexpected gift and have been disquieted by the thought that the giver may be thinking that "a fair exchange is no certainty." Maybe you overlooked somebody and are disturbed for that reason.

Wouldn't the giving of a New Year's gift square things all around?

Our holiday selling by far and away leads all the records for the store, but a jewelry store's all-the-year-around stocks offer many gift possibilities, and there are many acceptable choosings here always.

C. HOWARD DALEY & CO.,  
259 Main St.,  
Danbury, Conn.

Here's another of the same sort from the same source:

### NEW YEAR GIFTS.

There are some uncomfortable contingencies that sometimes come from the receipt of an unexpected Xmas gift or the forgetting of an intended one.

There's no place like a jewelry store—ours for instance—for gift buying. Nearly everything in our stock is well suited for gift occasions, and the belated buyer will be sure to find his wishes anticipated here.

C. HOWARD DALEY,  
259 Main Street,  
Danbury, Conn.

For An After-Christmas Clean Up of Broken Lots.

### An Odd Lot of Covered Vases to Be Sold at Nearly Half.

These vases are of Oriental China in figure decorations, and the decorations are in heavy gilding and warranted not to tarnish. These are reminders of a lot that were not entirely sold out during our holiday trade and so we now offer them at about half their intrinsic worth. If you are looking for an artistic ornament in china for niche or crevice here's rare picking.

24 inches high, worth \$30 each, now \$18.

30 inches high, worth \$45 each, now \$25.

R. H. WHITE & CO.,  
Boston, Mass.

*Excellent Introductory for a Cut-Price Sale Immediately Following Christmas—a Good Way to Move Goods That Must be Moved Now, Next Christmas or Not At All.*

### To-morrow Morning—

Promptly at 8 o'clock—we shall have ready all the odds and ends, broken lots and mused and tumbled holiday goods—for offering at sacrifice prices that will make sure of their ridance quickly and completely. There is need for such a sale after such a Christmas business—following such a crush and jam as was the case last week. We've no store room for anything that is not spic and span—so this sale is a necessity—and we make it a monster bargain occasion, for we are most sweeping in our condemnation.

SAKS & CO.,  
Washington, D. C.

"THE CHATTANOOGA NEWS,"  
Every Evening Except Sunday.  
CHATTANOOGA, Tenn.

Editor Ready Made Department:

The enclosed "reader," which is clipped from the *Chattanooga News*, is peculiarly timely and seasonable. "A Message From Mars" was witnessed at a local theater the day before this ad appeared in print, which makes it quite timely. It is seasonable because it calls attention to fresh country products that are peculiarly palatable at this time of year. Again, "A Message from Ma's" home in the country at "hog-killing time" would probably mention just such things as are advertised for sale in the accompanying "local."

My judgment, as a newspaper ad writer, is that the ad to which I direct your attention is a very effective one of its kind—effective because the caption attracts the attention of the reader, and causes it to be read, and because the "body" of the ad is impressive on account of its calling attention to several good things to eat in an original, and therefore, forceful way.

What is your opinion? Will you be kind enough to give it, either in a personal letter or in *PRINTERS' INK.*

Yours fraternally,

H. N. PALMER.

17 Vine Street.

The "reader" referred to, reproduced below, seems to justify Mr. Palmer's good opinion and to deserve a larger space and better display, perhaps with a bit of seasoning in the way of prices:

#### A MESSAGE FROM "MA'S"

The list of good things to eat at the Palm Meat Market on West Sixth street reads like a message from "Ma's" home in the country at hog-killing time. For instance: Fresh country sausage, backbone and spare ribs, country hams, frying sized chickens, fresh kettle rendered lard, pork tenderloins and choice line of all other meats.

#### PALM MEAT MARKET,

9 West Sixth Street.  
Virgil Jones, Manager,

*A Terse and Timely One That Would  
Be the Better for a Few Prices.*

#### Fine Wines and Distillates

For New Year's receptions.  
From our vast stock of  
307 beverages you have  
ample choice of the purest  
wines and distillates for  
New Year's receptions.

CHRIS. XANDER'S

"Quality House,"

909 7th st. 'Phone M. 274.  
Washington, D. C.

*A Good Kind to Print on Christmas  
Day or the Day After, As It Appeared  
in the Washington (D. C.) Star  
a Year Ago.*

### Open a Savings Account with Your Xmas Money.

You'll do the wise thing if you deposit the money you got Xmas in a savings account. It'll prove a good start for future savings and and you may add a dollar or so as you can spare the money. Savings earn interest annually at the rate of 3 per cent.

Glad to have your active business or personal account.

This bank offers its depositors every convenience and every facility. Its success is the result of fourteen years' persistent, progressive management. Deposits now amount to more than a million dollars.

UNION SAVINGS BANK,  
Bond Bldg., 14th St. &  
N. Y. Ave.,  
Washington, D. C.

*A Good Ad of an Article Whose Kind  
Is Not Advertised As It Deserves,  
And You'll Notice the Price is  
Quoted. From the Albany (N. Y.)  
Evening Journal.*

### Wake Up in a Warm House

Our furnace damper regulator will appeal to the shivering man who is obliged to make a chilly trip to the basement in the early morning to open the draughts on his heater.

Or even for the man who has a chain running from the cellar to the side of his bed, for this works while you sleep.

Set the clock hand to the time you wish the draughts opened in the morning, go to bed and sleep peacefully. For an hour or so before it is time for you to get up the regulator does the work and you wake up in a warm house. See this comfort giver at our main store.

Price, only \$5.

ALBANY HARDWARE &  
IRON CO.,

39-43 State Street,  
Albany, N. Y.

NEWPORT, Washington.  
Editor Ready Made Department:

Isn't this somewhat extraordinary in the way of closing-out cut-price propositions? It was clipped from a Spokane paper. Wish, if you use it, you'd send me a copy of PRINTERS' INK.

Sincerely,

D. H. TALMADGE.

Yes, the advertising of bargains in caskets is truly extraordinary, and the ad is reproduced here for that reason alone. It seems almost like putting a premium on suicide to advertise caskets at half price, but it may be that the undertaking concern owns the hearse, as suggested by the cut in the original ad, is also a stockholder in the cemetery, and thus has a chance to come out even or a little better. And that free ambulance service, day and night. Nothing lacking but a price list of poisons. Seriously, if this ad is intended for other undertakers and not for the "consumer," it should say so in some way, for this "jars."

#### CLOSING OUT

at less than cost to manufacture—a large line of caskets. We are going to wholesale and retail a full line of a special eastern factory.

\$200 caskets now \$100. \$150 caskets now \$75. \$100 caskets now \$50. \$50 caskets now \$25. \$15 caskets now \$5.

#### NEW ENGLAND UNDERTAKING COMPANY,

208 Post St. Opposite Postoffice.  
Spokane, Wash.

Free Ambulance Day or Night.

Put Something Like This in Saturday Night's Paper, Mr. Restauranter.

#### TO-MORROW NIGHT'S New Year's Eve

and many social functions call for late hours and refreshments. To accommodate our friends we will keep open as late as anything's doing.

Steamed Long Clams and other extras will be served in addition to the regular dishes, and we invite everybody to come around and eat the New Year in.

JOHN BLAKE,  
Wooster Square Lunch  
Rooms,  
Danbury, Conn.

One That Wanamaker Printed Between Christmas and New Year's, 1904. Just as Good for 1905 Except Perhaps in Descriptions

#### Your New Year's Hat.

Probably you're planning to invest in a new Silk or Opera Hat for your New Year's festivities—receptions, calls, parties or what not. Of course you want the best, most stylish hat you can get, and equally of course, you want to pay as little for it as is compatible with these qualities.

The "Edward" Silk Hats present just the desired combination. The block is brand-new—crown belled just enough, brim handsomely set; in a variety of dimensions to suit different heads and faces.

At \$6—best among Silk Hats at that price; at \$7.50—best at any price.

Opera Hats, of the same relative goodness, at \$6 and \$7.50.

Tuxedo Hats, correct to wear with dinner-jackets, at \$3.50.

JOHN WANAMAKER,  
New York.

One of a Good Series Now Running In the Memphis (Tenn.) Commercial Appeal.

#### Have You Seen the Plan?

We wish that every man in town who conducts his business from an office could see the new plans of the McGill Building. Memphis people hardly realize the extraordinary elegance of this new building. No single feature that could possibly enhance the value of this building has been omitted. Every tenant will have a private vault on his own floor, and the fittings throughout will surpass by a great deal those of any other office building within many hundred miles of Memphis.

Write or telephone  
R. E. MCGILL,  
205 Memphis Trust Bldg.,  
Memphis, Tenn.

Office of the  
DAILY AND SEMI-WEEKLY PRESS,  
MIDDLETOWN, N. Y.  
Editor Ready Made Department:

Inclosed you will find several ads clipped from our local paper which I think worthy of your criticisms.

The advertisements are changed about 4 times a week and take up 4-inch space.

Each article was advertised according to the season of the year that such grocery article or vegetable is used.

Hoping same will be found in your Ready Made Ad department I remain.

Respectfully yours,

ARTHUR PATMORE.

They're very good ads, Mr. Patmore, but only one, this one, is suited to this season, and it is by no means the best one:

#### PURE MAPLE SYRUP.

Appetizing and delicious. Just the thing for those buckwheat cakes.

Our Maple Syrup is absolutely pure, free from all grit or dirt and is carefully prepared and bottled.

Comes in standard size bottles. The price is exceptionally low for this grade of goods. Per quart, 35c.

#### READY PAY STORE,

111 North Street,  
Middletown, N. Y.

Some of the others will be reproduced when the things they advertise are in season.

*A Timely One From the Phoenix (Ariz.) Republican.*

### Any Game on Your Bill of Fare?

If not, rent a gun from us and take a day off among the quail, rabbits, ducks and doves.

Don't overlook our fresh ammunition. Our U. M. C. factory loads are used by 75 per cent of the local shooters who use factory loads. Notice the empty cartridge boxes you see in the country; they are practically all U. M. C. and all bear our label.

That "long shot at ducks" that you hear the boys talking about was always made with one of Pinney's special hand loaded duck shells that we sell every winter, and have now on hand. They are good for ten yards farther than any other shell you ever shot.

PINNEY & ROBINSON,

The Gun Store.

40 North Center St.,  
Phoenix, Ariz.

*Another Timely One; For It's a Case of "Now or Never" with Calendars.*

### Half Prices on Calendars

A calendar sent to a friend before New Year's is worth two sent after the first of January. And, with all our calendars already reduced exactly one-half, your New Year's remembrances will cost you next to nothing.

The assortment is still liberal; including all that are left of the splendid Wanamaker series—that were marvelously low-priced at their original markings.

JOHN WANAMAKER,  
New York.

*This Ad, Appearing in the Napa (Cal.) Daily Journal the Day After the President's Message Was Printed Should Have Received Unusual Attention Because of Its Quotation From That Message, Though It Is Good Entirely Aside From That Feature.*

"A system of examination of railroad accounts should be provided similar to that now conducted into the national banks by the bank examiners. A few first class accounts, if they had proper direction and proper authority to inspect books and papers, could accomplish much in preventing wilful violations of the law."—*From the President's Message.*

The present system of National Bank supervision and examinations, while not absolutely perfect, sets an exceedingly high standard. It is this to which the President refers.

No depositor in a National Bank, honestly and carefully managed, ever lost a dollar.

We endeavor to keep a high standard of safety in this Bank and invite the deposits of those who appreciate such.

THE FIRST NATIONAL  
BANK OF NAPA,  
N. E. Cor. First and  
Brown Sts.,  
Napa, Cal.

## SPHINX CLUB PROCEEDINGS.

Postal reform was the subject at the dinner of the Sphinx Club held at the Waldorf-Astoria, New York, December 12, 1905. President Presbrey presided, and the principal speaker was C. W. Post, projector of the Post Check, who said in part:

You perhaps know of the efforts that have been made to induce Congress to furnish us common paper currency of the \$1, \$2 and \$5 denominations with blank spaces to be printed on the face to be used when the holder desires to send some money through the mail. The measure provides for no change in money except the form of printing the face. In the work of promoting the measure before Congress we have met with some curious things. One of the first strong obstacles was the opposition of United States Treasurer Ellis H. Roberts. His unexpressed objection to the measure was that he was a New York State man and one of the Senators from New York State was Thomas C. Platt, also president of one of the express companies. We have Mr. Platt's own declaration, made before witnesses, that he was opposed to the measure on the ground and for the reason that it would "interfere with his business!" I announced a purpose to call the attention of the public to the malfeasance in office and demand of the Senate that the charges against one of their members be heard. I was plainly told that the measure would never be adopted if we made public these charges. Notwithstanding, we did file the charges, and demand the dismissal of Senator Platt. The case is now before the proper committee and will, perhaps, be heard during the coming session. Postmaster-General Cortelyou is strongly in favor of the Post Check Currency System. You doubtless well understand that while the Postmaster-General may be in favor of such a measure, it is a different matter to get that sort of a measure through Congress. I have been repeatedly urged to join the forces of the Post Check Currency with the parcels post people, but have always declined, believing that concentration of effort was more likely to bring about better results than to scatter. Another reason: We absolutely cannot have a parcels post until a new contract is made with the railroads for carrying the mails. Our present cost is about \$40,000,000 a year. Careful estimates indicate that at least \$30,000,000 a year should be saved to the people. The average cost of transporting United States mail is 7.9 cents a pound, or approximately 8 cents. That means \$160 a ton, or \$6,400 per car load of 40 tons. There are some extreme cases where a small amount of mail is carried on a large yearly appropriation that runs the price

per pound very high. For instance, the mail for Tahiti from San Francisco costs \$7.50 per pound, so that there is a loss of \$7.18 on every pound. But the average cost is about 8 cents per pound. This is a wonderfully round, juicy plum to the railroad companies, and those who get an annual bite of this plum naturally dislike to see any change. Some estimator connected with the parcels post movement computes that 228,000,000 packages with an average of 9 pounds each would approximately represent the first year's volume of business, and estimating at 8 cents per pound this would apparently cost the Government \$188,160,000. The gross revenue at the proposed rates would be \$50,160,000. This would leave a loss of \$138,000,000 on the first year's parcels post business. Now, when you consider that the present annual postal deficit ranges around \$10,000,000 to \$15,000,000 it becomes painfully evident that neither Congress nor the people would advocate such a procedure. I am not ready to endorse the above estimate, but I feel quite justified in saying that under a fair contract with the railroads a parcels post could be established that would not only be self-sustaining but bring a revenue to the Government, and under the proposed new contract the earnings at our present rate of postage would yield a very handsome clear profit annually to the Department. During the last year a movement has been on foot among retail grocers throughout the country in opposition to the establishment of a parcels post. Fear is expressed that under the parcels post the thrifty man would make his purchases from a city department store. In order to gather practical information on the subject, I instructed our salesmen throughout England, Scotland and Ireland to interview retail grocers as to the effect of the parcels post on their business. The general consensus of opinion was that the parcels post was not only no detriment, but a direct advantage to the retail merchant. It permitted him to secure small packages from the city wholesale merchants at a low rate of transportation and also allowed him to make deliveries from his own store to customers in outlying districts at a very much less cost than under the old form of delivery. The value of libraries is conceded, but their work is feeble compared with the vast educational work of the Postoffice Department. The second-class mail privilege should be extended rather than restricted. Publications should be carried to the people at the lowest possible rates. Let us accord full credit to Mr. Madden who has charge of the 2nd class matter. He has been earnestly endeavoring to conduct his department on as small a loss as possible, handicapped as he is by the fearful over-payment to the railroads. I would suggest the appointment of a committee in your association and urge the appointment of a similar committee in the Newspaper Publishers' Association. Bring the power of the two associations to bear upon Congress



towards a more equitable contract with the railroads.

John Brisben Walker, introduced by Chairman Presbrey as the greatest expert in the United States to-day in the theory of Parcels Post:

I am free to confess that the Post Check is clear, simple and ingenious. I am glad to be able to talk to men who, with a leader like Mr. Post, could bring about postal reform in the course of a year or two if they only made up their minds to do it. But I tell you frankly you will not do it, gentlemen. You will go back to your business and you will let the United States Government go to hell, so far as you are all concerned! I wish I knew how to wake you up on a matter of so much importance to you all. I figure that there are five hundred millions of dollars lost annually, and that you advertising men are the greatest losers. This loss goes back fifty years. Fifty years ago we were in a fair way to have a postoffice. Recall the history of the postoffice in England. The rate was a shilling a letter for one hundred miles, delivered by private carriage. When an attempt was made to make a government post-office there were exactly the same arguments used as to-day with reference to parcels post. It would interfere with the private ownership of property. Carry a letter for less than a shilling? It could not be done. Article after article appeared in the newspapers to prove that a letter could not be carried for less than a shilling per hundred miles. Fifty years ago the express companies of this country awakened to the fact that, in the natural development of things, the United States Post-office would sweep them out of existence. They saw that they must try to get possession of the postoffices. First it was a lobby to control the Senate and House of Representatives. Then they grew more ingenious and they put their men into office. Madden is one of the tools of the express companies. They have an organization called, I believe, the National Chamber of Commerce, and pay able men to write articles in their behalf. They put Loud of California into the Senate. They control postal affairs, and Postmaster-General has ever dared to wage war on them. Oh the shame of it, gentlemen, and yet you have only yourselves to blame because you will not make the good fight for reform. It costs six thousand per cent more to send a package from New York to Newark, New Jersey, than it does to send the same package to Germany. There is free delivery everywhere in Germany. Over there you can send 110 lbs. for 30 cents. You can send a package for a quarter of a cent a pound from one end of Germany to the extreme end of Austro-Hungary—a thousand miles. Yet, here in America, we have a postoffice department talking of not being able to handle packages at 16 cents a pound. You could bring fruit from San Francisco to New York and make money

out of it, too, at a cent a pound if transportation systems were what they should be. I had the whole Postoffice Department howling murder after I published the first two articles on postal reform in the *Cosmopolitan* a year or so ago. They replied by numerous articles, many published by the *New York Times*. The *Times*, by the way, is a favorite medium for the publication of governmental articles, particularly those written in defense of the Postoffice Department. I went down to the American News Company and said to Mr. Farrell, the manager, "You have the government privilege of a cent a pound." "Yes," he replied. "You send out periodicals from here at a cent a pound?" "Yes," he answered. "How many?" I demanded. "Mr. Walker," said he, "the rate of a cent a pound is so high that fully 70 per cent of our periodicals are sent by express. We can't afford to pay a cent a pound." The question of packages is governed by the law of averages. A package in the United States goes but 38 miles. Now, what does it cost to move a package 38 miles? One-tenth of a cent a pound, that's all. If you would give to the merchants of this city a stamp so that they could put that stamp on a box and turn it over to the first wagon that came along, there would be money in it at a cent a pound delivered, and from 38 miles the average would be brought down to 10 miles. I am presenting you cold, solid facts, taken from the records of Germany, Belgium, Switzerland, England, Austro-Hungary. Do you suppose they are carrying packages over there for fun? Not much; there's money in it. Then why should we in this country pay 6,000 per cent more than they pay in Germany? It isn't the railways that are to blame; it's the express companies. I have talked with the presidents of railways and they all told me that their interests are not with the express companies. A shipment of merchandise resolves itself into packages. Now, what would happen if you were able to have these packages distributed? I talked with James J. Hill, president of the Great Northern, the other day. He said, "Mr. Walker, every car that we have got in our service stands idle five days out of six." The other days are taken up by the switching of the cars to the loading place, the time spent in loading, and the switching of the car back into the train. Suppose Mr. Conne here orders a piece of flannel goods from Zanesville, O. The manufacturer in Zanesville waits until he gets enough merchandise together to fill a car and then ships it to New York. The goods come in big cases, consigned, say, to Clafflin. The cases have to be reopened, the packages distributed, and it will be perhaps a couple of weeks before Mr. Conne gets his piece of flannel goods, and most of the time that car lies idle. If goods were put up in packages originally and the parcels post was in effect all these delays would be obviated. Whenever the express companies or postoffice department want to destroy the idea of the parcels post, they send out petitions

which stated that country merchants would be ruined if parcels post became a reality. The country merchant would be vastly benefited. He would be able to supply the people in his vicinity with the very class of goods that they most wanted. He could order these goods direct from the wholesale supply houses and receive them promptly. He would not have to carry as large a stock of merchandise as he does to-day, would not have so much money tied up. We are spending twenty millions of dollars a year in this country on the rural delivery system. What do these wagons carry? Letters, newspapers, magazines. They could carry merchandise to the farmer just as well. But this brilliant postoffice department of ours says that these wagons cannot carry merchandise. It would cost too much. It is cheaper to run these wagons empty.

Roy V. Somerville, treasurer of the Sphinx Club of London, Eng., and non-resident member of the Sphinx Club of New York:

I have just returned from England where I have been living for several years. Over there we have an excellent parcels post system which is giving great satisfaction to everybody. Because of this parcels post I have been able to get my chickens and eggs and the like from Ireland at about half the price I paid for the same in London. My doctor used to send medicines to me regularly by the parcels post. It is decidedly convenient and economical, and it is a surprise to me that it is not in general use here. It is nearly twelve years since I have been in America for any length of time. I have had some opportunity of looking over American advertising as it is done to-day, and I am proud of the progress that has been made. In your outdoor advertising you have gotten away from the use of the primary colors. I was going up 110th street the other day and I discovered a long series of painted signs in which I don't think that one of the primary colors existed. They were all painted in soft, harmonious, beautiful tints. The lettering of the advertisements was most artistic and the subject matter of the advertisements were plain, simple, dignified, convincing. There was none of the exaggeration and spread-eagle style of other days. The typographical effects, as well as the reading matter, in your advertising in magazines and newspapers have improved wonderfully also. The public has been educated up to a higher standard, or the advertiser has been forced to adopt a higher standard, and the results are most gratifying. But I do not understand why you have not invaded foreign countries more than you have. American advertisers who have applied American advertising to English methods of doing business have invariably been successful in England. The number of American advertisers who have not studied the conditions abroad, or the ways of doing business, and who have attempted to buck up against the stone

wall of British prejudice, is many. I do not think that the manufacturers of any country are as thoroughly well posted as to the proper method of approaching their own customers as the manufacturers of the United States. From personal observation in England, Belgium, Germany, France, etc., I do not believe there are any exporters who do business in those countries who make less study of the conditions that prevail there than the American advertiser. I think it is a shame that this is so. You are certainly up against it so far as your export trade is concerned. You must study conditions abroad if you would succeed. You have mastered the conditions of things at home as the advertisers of no other country have. You can send your goods across to London for less money than you can to Kansas City or Chicago. There is no duty. The newspaper advertising costs you less. The difficulties that existed a few years ago as to blocks or cuts have been removed, and it is not necessary to use as much space as formerly to get results. There are opportunities over there by the hundred for the American advertiser. Really, "it makes me tired," as you say over here, to see the great loss that is accruing to you people as prospective and present exporters to-day in not taking advantage of the opportunities offered abroad.

#### NO DELAY.

Butterick Building.

New York, December 18, 1905.

Editor of PRINTERS' INK:

Several rumors have come to us to the effect that the issues of the Butterick publications, commencing with February, would either be late in reaching the public or would not come out at all, owing to the labor troubles of the Typographical Union.

Were it not for the frequent repetition of these rumors it would seem hardly necessary to state to you that our editions will be printed in full and circulated promptly with the exception that the *Delineator* may possibly be one day late in New York City alone.

Your clients may rest assured also that in quality our publications will be fully up to their usual high standard.

Truly yours,

RALPH TILTON,  
Manager of Advertising.

#### READS ALL OVER AGAIN.

STRATFORD, Canada, Dec. 12, 1905.

Editor of PRINTERS' INK:

Find enclosed check for \$3 to pay for copy of Mr. Geo. P. Rowell's book "Forty Years an Advertising Agent" and PRINTERS' INK for one year. I have been very much interested in Mr. Rowell's reminiscences and want to read them all over again. In addition to the information they convey they possess a subtle humor that is quite refreshing in these days of sterility in the genuine article.

Yours truly,

W. M. O'BRIEN.

# **Three Hundred Dollars Award.**

---

## **One Hundred and Twenty-five Dollars Award.**

---

### **Seventy-five Dollars Award.**

---

The above three cash prizes will be paid for the best advertisement or article on Rowell's American Newspaper Directory—now undergoing its thirty-eight annual revision. The competition opens on January 24, 1906, and closes not later than December 15 of the same year. Adwriters, editors, publishers, newspaper men and all persons interested in advertising are invited to participate in the contest. To those who signify a willingness to do so, printed matter will be mailed on application, free of charge, that is calculated to assist them to collect facts which are deemed valuable to be brought out in the advertisements or articles which are to be prepared. To those who are not familiar with the book itself a copy of the 1905 issue of the Directory will be sold at a discount from the regular price, \$10, upon written declaration that the book is desired for the express purpose to participate in the above prize competition. There is, however, absolutely no obligation to buy a book.

---

#### **CONDITIONS OF THE CONTEST:**

##### **FIRST.**

Any adsmith, anywhere, is at liberty to prepare such an advertisement of Rowell's American Newspaper Directory as he believes calculated to influence the sales of copies of that work.

##### **SECOND.**

The advertisement, or article, so prepared, must be

inserted once in any newspaper or periodical occupying space worth at schedule rates at least five dollars.

#### THIRD.

The adsmith shall then send by letter mail a copy of the advertisement cut from the paper, in a sealed envelope, addressed to the editor of **PRINTER' INK**. He shall also send to the same address a perfect copy of the paper, with the advertisement marked.

#### FOURTH.

Upon receipt of these, the editor of **PRINTERS' INK** will cause a coupon good for one year's paid-in-advance subscription to **PRINTERS' INK** to be sent to the adsmith at his address given in the letter, as a part consideration for his effort.

#### FIFTH.

Once each week the advertisements so received will be compared, and the one deemed best of all received during the week will be reproduced in **PRINTERS' INK**, giving name and address of the constructor and name and date of the paper in which it had insertion, and to the constructor of the advertisement chosen as best each week a copy of Rowell's American Newspaper Directory for 1905 will be sent, carriage paid, as a further mark of recognition.

#### SIXTH.

At a date when it is deemed that the competition has progressed far enough, and not later than December 15, 1906, the competition will be closed. A total revision of all advertisements will then be made, and out of all received the three best will be chosen, and cash prizes awarded as follows: \$300 for the first one in merit, \$125 for the second one in merit, and \$75 for the third one in merit. This competition is open to all comers and one may submit as many advertisements as desired, provided they are treated as stated in article two of this contest. The same writer may win one or all three of the cash prizes.

#### SEVENTH.

Checks for these amounts will be mailed to the successful contestants before Christmas Day, 1906, and their prize advertisements will be reproduced in **PRINTERS' INK**, together with half-tone portraits of the writers.

Address all communications to

**Editor of PRINTERS' INK,**

10 Spruce Street,

New York.

## Most Convenient, Reliable and Satisfactory

We have used Rowell's American Newspaper Directory exclusively for quite a number of years. We consider it the most convenient, reliable and satisfactory publication of this kind that there is in the market. We are very glad to give you our opinion of the work.

C. B. COTTRELL & SONS CO.,  
Printing Presses.

41 Park Row, New York.  
December 18, 1905.

## Discarded All Others.

It used to seem to us that a newspaper directory so shy of circulation "figures" as is Rowell's American Newspaper Directory, as compared with other similar publications, was not a very useful help in the placing of advertising. But as we go forward we gain in experience and our conclusion is that your publication is the most valuable after all. We have discarded all other sources of information as to "circulation."

MILO B. STEVENS & Co., Patent Attorneys.

WASHINGTON, D. C., December 18, 1905.



Printers' Ink Publishing Co.,  
10 Spruce St., New York City.  
Mr. Chas. J. Zingg, Mgr.

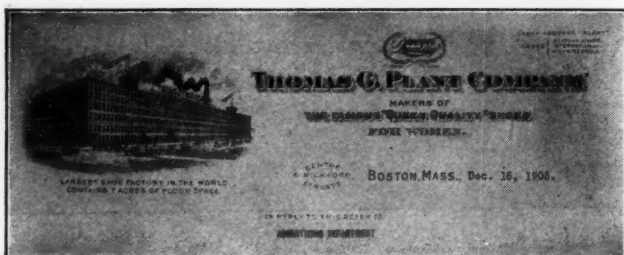
Dear Sir:

We have your favor of the 14th  
enclosing "Thirty Opinions."

In response to your request,  
we take pleasure in commending your  
Newspaper Directory to those desiring  
reliable data concerning American  
periodicals.

Yours very truly,  
Department of New Business.

JW Ellsworth



Chas. J. Zingg,

Printers' Ink Publ'g Co.,

# 10 Spruce St.,

New York City.

Dear Sir:-

Your letter to Mr. Plant requesting our opinion of Rowell's American Newspaper Directory has been handed to the writer.

We find it very useful and satisfactory, and probably have more confidence in its reports than any other directory in our file.

Very truly yours,

THOMAS G. PLANT COMPANY

Per

Adv. Mgr.



## Nothing Left To Guess-Work.

LAW OFFICES OF  
R. S. & A. B. LACEY  
(ESTABLISHED 1869)

PACIFIC BUILDING, 622 & 624 F STREET,  
WASHINGTON, D. C.

December 15, 1905.

Printers' Ink Publishing Co.,  
New York, N. Y.

GENTLEMEN:—

In this tardy acknowledgment of receipt of the 1905 issue of the Rowell Directory we wish to express our entire satisfaction with this highly valuable compendium of newspaper information. The word "information" is emphasized advisedly as the Rowell Directory embodies only such data as are of essential use to the advertiser, no matter what his class, and in a most convenient form; but most important of all is the element of absolute authenticity. In your compilation you have left nothing to the "guess-work" of the advertiser concerning circulations merely alleged. In short we find the Rowell Directory more satisfactory than any other.

Very truly yours,

R. S. & A. B. LACEY,

Per 

THE NEW YORK EDISON COMPANY,  
85 DUANE STREET,  
NEW YORK.

December 18, 1905.

Printers' Ink Publishing Co.,  
10 Spruce St., City.

Gentlemen:-

Replying to your favor  
of the 14th inst. asking us to  
express an opinion of Rowell's  
American Newspaper Directory  
for 1905, we are pleased to  
state that as an advertisers'  
guide we do not see how it  
could be bettered.

Yours very truly,

ARTHUR WILLIAMS,

Chief Inspector.

THE CARSON TRENCH MACHINE COMPANY.

ESTABLISHED 1879. INCORPORATED 1893.

Makers and Lessors of Patented Hoisting and Conveying Machines.

16 Dorrance St. Charlestown District.

BOSTON, December 16, 1905.

*Printers' Ink Publishing Co.,*

*10 Spruce Street, New York, N. Y.:*

Gentlemen:—We consider Rowell's American Newspaper Directory as one of our most valuable books of reference and keep it within constant reach, although our business requires little or no advertising outside the prominent Engineering and Contract Journals, which as a rule keep us constantly reminded of their existence.

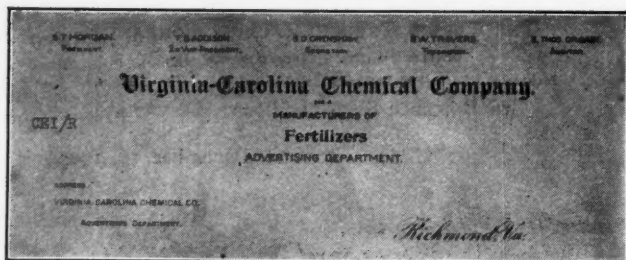
We follow the letting of sewer contracts in all parts of the country, and the Directory's office is to supply names of newspapers published in localities where such contracts are let, enabling us through them to get early information as to the successful bidders.

We find this to be a more satisfactory method than depending upon the newspaper clipping agency.

Yours very truly,

CARSON TRENCH MACHINE COMPANY.

Per 



December 16, 1905.

Printers' Ink,  
10 Spruce Street,  
New York City:

Gentlemen—Replying to yours of the 15th instant, I beg to state that I find Rowell's American Newspaper Directory invaluable in my work as Advertising Manager of this company and especially in selecting our lists of newspapers each year. We are using this season over 1,500 agricultural newspapers from Maryland to Florida, and from the Atlantic to Texas and Arkansas, and we could not have gotten along without its faithful guidance.

Wishing the Directory many more years of useful life,

I am,

Yours very truly,

Advertising Mgr.:

# A SOCK= DOLOGER

POTTER DRUG & CHEMICAL CORPORATION,

115-117 COLUMBUS AVE.

BOSTON, U. S. A.

SOLE AGENTS, "POTTER'S," BOSTON.

B. A. S. C. ST. CODE.

Boston, Mass., Dec. 15th, 1905.

Printers' Ink Publishing Co.,  
10 Spruce Street,  
New York City.

Gentlemen:--

Replying to your favor of the 14th the only thing we can say of the directory is that we wish it was not so difficult to get some understanding of what the circulation of a newspaper is. After diligently perusing your directory for sometime we turn to Ayer's, or some other simply arranged directory, and get some idea of what we wish to know.

Very truly yours.

POTTER DRUG & CHEMICAL CORPORATION.

There is an old story of two skunks, who met by a road side and having done what they could to give tone to the atmosphere and were comparing notes, when a gasoline automobile whizzed by; and one, looking after the machine, turned to the other and said almost in despair:

## What's the Use?

# Forty Years an Advertising Agent

By George P. Rowell

A delightful and instructive book, whose author has for almost half a century been the most conspicuous figure in American advertising affairs. The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force.

\* \* \*

The book contains much of hopeful instruction for young men and women who have made, or expect to make, a knowledge of advertising matters a subject for study or a means of gaining a livelihood. It is supplemented by a comprehensive and exhaustive index, by means of which every reference to a name, thing, newspaper, book, periodical, advertisement, place, locality, quotation, subject of discussion, incident or anecdote may be turned to without search or delay.

*About 600 pages, 5 x 8, set in long-primer, with many halftone portraits. Cloth and gold.*

---

## SPECIAL OFFER

Any one remitting **THREE DOLLARS** between now and January 1, 1906, will receive a copy of the book, carriage paid, and a coupon, good for one year's paid-in-advance subscription to **PRINTERS' INK**. The price for a yearly subscription to **PRINTERS' INK** is \$2.00. The coupon is transferable, or it may be applied in extension of present subscriptions.

*This special offer is only good during the period above stated.*

---

Address, enclosing check for \$3.00, CHAS. J. ZINGG,  
Manager **PRINTERS' INK** Publishing Company,  
10 Spruce St., New York City.

